

“A job interview is not a test of your knowledge, but your ability to use it at the right time. So, prepare, prepare, prepare!”

Power up your professional presence

Give yourself a chance



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In today's highly competitive job market, securing a job is no mean feat.

Employers seek the best qualified candidates for their limited number of openings.

Being the best qualified is not enough. You must have the skills to communicate your strengths effectively.

To help you, we've pulled together some expert advice for you to prepare yourself for an interview.

That's just for you.

1 Introduction

The interviewer will note and make initial judgment about you:

- Professional appearance/attire
- Poise and demeanour
- Communication skills
- Enthusiasm

"No second chance to make a first impression"

2 Background

This is when the interviewer will determine if you meet the job's requirements. For instance, you can consider the following questions:

- Why would you like to work for that company?
- What are your career ambitions?
- What are your strengths and weaknesses?
- Why should we hire you?

Remember that the interviewer is also seeking clues to measure and evaluate your self-confidence, your ability to relate to others and your level of motivation. He will also try to understand your short and long-term goals, adaptability and good fit.

"This is all about you"

3 Discussion

Having read the company's literature and conducted research on the types of jobs you qualify for and are interested in, you should now be able to enter into a constructive dialogue about how you can fit into the position and create value for the company.

Refer to the brochure "Step up to stand out: Your personal brand".

This part of the discussion is also a chance for you to point out important qualifications that the employer may have left out or passed over lightly. Do not be afraid to point them out. You may not get another chance.

"Market the product 'you' "

4 Close

This is the wrap-up. If the interviewer is really excited about you, you could even get a far more interesting job that you initially applied for. Also, ask any final questions you might have. You will also get instructions about what will happen next, such as:

- Being told when you will receive a decision
- Being requested to supply additional information
- Suggesting another meeting

"Final questions and instructions"