

Interview Workshop

Your Guide to Effective Virtual Interview Techniques



Workshop Guidelines

- Please be courteous and respectful to the host and other participants
- This is an interactive session - we welcome you to ask questions at any time (unmute your microphone or send questions via chat)
- The workshop presentation and other materials will be sent to all participants who provided an email address
- Follow up with your nearest Oakland County Michigan Works! service center for additional assistance

Interview Workshop



The purpose of this workshop is to provide you with the tips and tools for a successful virtual interview.

Presenter



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As an Employment Training Specialist with Oakland County Michigan Works! Southfield, I assist our customers with their job search strategies, resume reviews, and interviewing techniques.

My qualifications include:

- Candidate for the *Master of Arts in Business* from Walsh College in Troy, Michigan
- *Bachelors of Fine Arts* degree (Major: Journalism) from Wayne State University in Detroit, Michigan
- *Global Career Development Facilitator Certification (GCDF)* from the National Career Development Association
- *Facilitating Veterans Employment Certification* from the National Veterans Training Institute.
- Background in Higher Education
- Committed to assisting job seekers reach their career goals and aspirations

Learning Objectives

- How to prepare for remote/virtual interviews
- Describe the various stages of an interview
- Recognize appropriate/inappropriate questions
- Discuss the STAR Model
- List interview do's and don'ts
- Discover how to write a follow-up thank you letter
- Discuss the basic principles of salary negotiations

Personal Brand

“As we market ourselves for new careers or take ourselves in new directions personally, we need to think as a brand and stay true to who we are and who we want to be. What are we projecting to those around us over time? How do our personal qualities, traits or experiences create a brand that works for us personally? A personal brand, like any good brand, needs to be consciously managed and controlled throughout our lives.”

— Jim Joseph, *Author of Experience Effect*

What is an Interview?

- A structured two-way conversation (Virtual or face-to-face)
- A conversation that wins you a job

Four P's for a Successful Virtual Interview

- Plan
- Prepare
- Practice
- Present

Plan

- Research company and, if possible, the interviewer
- Review description/job lead again
- Identify what you are planning to wear for the interview (avoid black or white, distracting patterns and loud jewelry)
- Identify a quiet location for your virtual interview
- Identify a friend with whom to practice mock remote interview; preferably using the same platform
- Children, pets, delivery persons and faulty tech!

Prepare

- **Location**

- Quiet, clean and organized area of the house
 - View the area where you are sitting with a critical eye
 - How much information about yourself are you sharing with the interviewer or interviewers?
 - Is your laptop or mobile device at eye-level so that you are not looking up nor down at the interviewer(s)?

Prepare (cont'd)

- **Lighting**
 - Remember the light should be in front not behind you
- **Technology**
 - Check, double check and triple check your technology
 - Microphones, headphones/speakers and camera

Prepare

- **Makeup**
- **Check your social media footprint**
- **Responses** to potential interview questions
- **Job Posting & Resume**
 - Keep both handy for quick reference
 - Use Post-It Notes

Practice

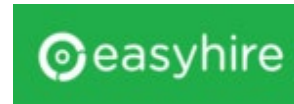
- Prepare responses for common interview questions
- Prepare and practice out loud responses for situational/behavioral questions
- Practice with a friend or Career Advisor
 - Schedule a mock remote or virtual interview
- Prepare questions to ask interviewer
- Practice deep breathing or any meditative or self-calming techniques to help improve your presentation

Present

Extra tips for your virtual presentation:

- Log in early to the interview; don't be late for a virtual interview
- Be present in the moment
- Present with confidence and a positive attitude
- Listen actively to the interviewer(s) questions and respond thoughtfully
- Portray your skills and experiences with vivid word pictures- give specific examples to interviewer's questions

Virtual Interviewing Software



Interview Structure

- Introduction
- Candidate assessment
- Closing
- Follow-up
- Salary negotiation
- Making a decision

Types of Interviews

One-on-One

- Usually conducted by a direct supervisor, and is often the last step in a series of interviews
- Personal and intimate
- Can be less objective and often very conversational
- Quality of interview depends on skills of sole interviewer

Panel

- Involves invested stakeholders and often an HR representative
- Provides multiple perspectives on candidate
- Often very structured out of necessity
- Time and resource intensive
- Difficult to coordinate

Group

- Often used as a screening interview with a high volume of applicants
- Can evaluate large number of people
- Opportunity to observe candidates interacting with others
- Difficult to manage
- Limited relevance to majority of roles

Phone

- Usually a screening interview; phone can also be used for remote candidates, well-known referrals, or short-term contract positions
- Low cost
- Not effective to get to know candidates
- Doesn't generally help sell candidates on organization

Virtual

- Can be live or taped, but generally used for screening or where in-person isn't possible
- Allows panel interviews where interviewers aren't located in same office
- Can save transportation costs
- Subject to technical issues

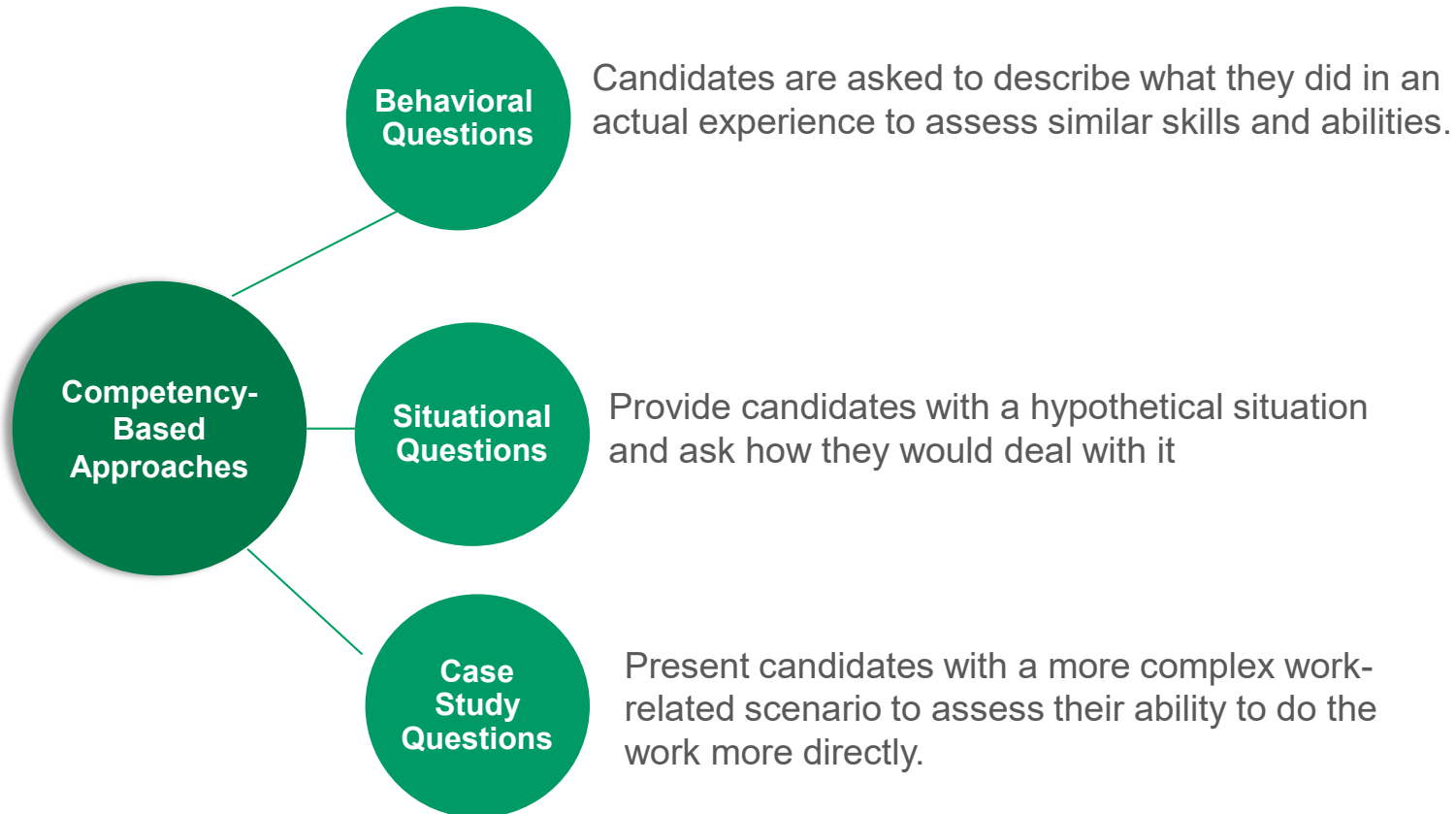
Adapted from Maclean & Company: "Hr-Train-Managers-on Competency Based Selection and Interviewing Skills

Top Values Employers Look For

- Strong work ethic
- Dependability and responsibility
- Possessing a positive attitude
- Adaptability
- Honesty and integrity
- Self-motivated
- Motivated to grow and learn
- Strong self-confidence
- Professionalism
- Loyalty

<https://www.thebalancecareers.com/top-work-values-employers-look-for-1986763>

Competency-Based Approach



Adapted from McLean & Company- "Hr-Train-Managers on Competency Based Approach and Interviewing Skills Training"

Behavior-Based Questions

- Assesses a candidate's experiences and behaviors to determine applicant's potential for success
- The most accurate predictor of future performance is past behavior
- An interviewer is trying to determine how you would act – or what you would do – in a specific situation

Behavior-Based Interviews

Behavior based questions usually begin with:

- Tell me about a time...
- Describe a situation in which you...
- Give me an example of...

Behavior-Based Interviews

STAR:

Situation: explains the circumstances, the background or context. It sets up the stage to describe what occurred

Task: explains your responsibility in the '**Situation**'

Action: are the heart of the STAR statement because they demonstrate your behavior. It describes what you did in response to a situation, what was done and how it was completed

Result: are the effects of your actions, or the outcome of the action

Behavior-Based Interviews

STARs are:

- **Prepared**
 - Conduct self assessment
 - Prepare STAR statements
 - Research the organization
- **Practiced and**
- **Complete!**

Behavior Based Interviews



Prepare for the introductory interview question!

Tell Me About Yourself.....

Behavior-Based Interviews

Tell me about yourself...

I have __ years experience as a...

In my most recent position I was...

I am most proud of my...

I have a...

Prior to...

I am...

Common Interview Questions

- What is your greatest strength?
- What is your greatest weakness?
- What is your greatest accomplishment?
- Why should I hire you for my company?
- Where do you see yourself in five years?
- What are your salary requirements?
- Have you ever been fired?

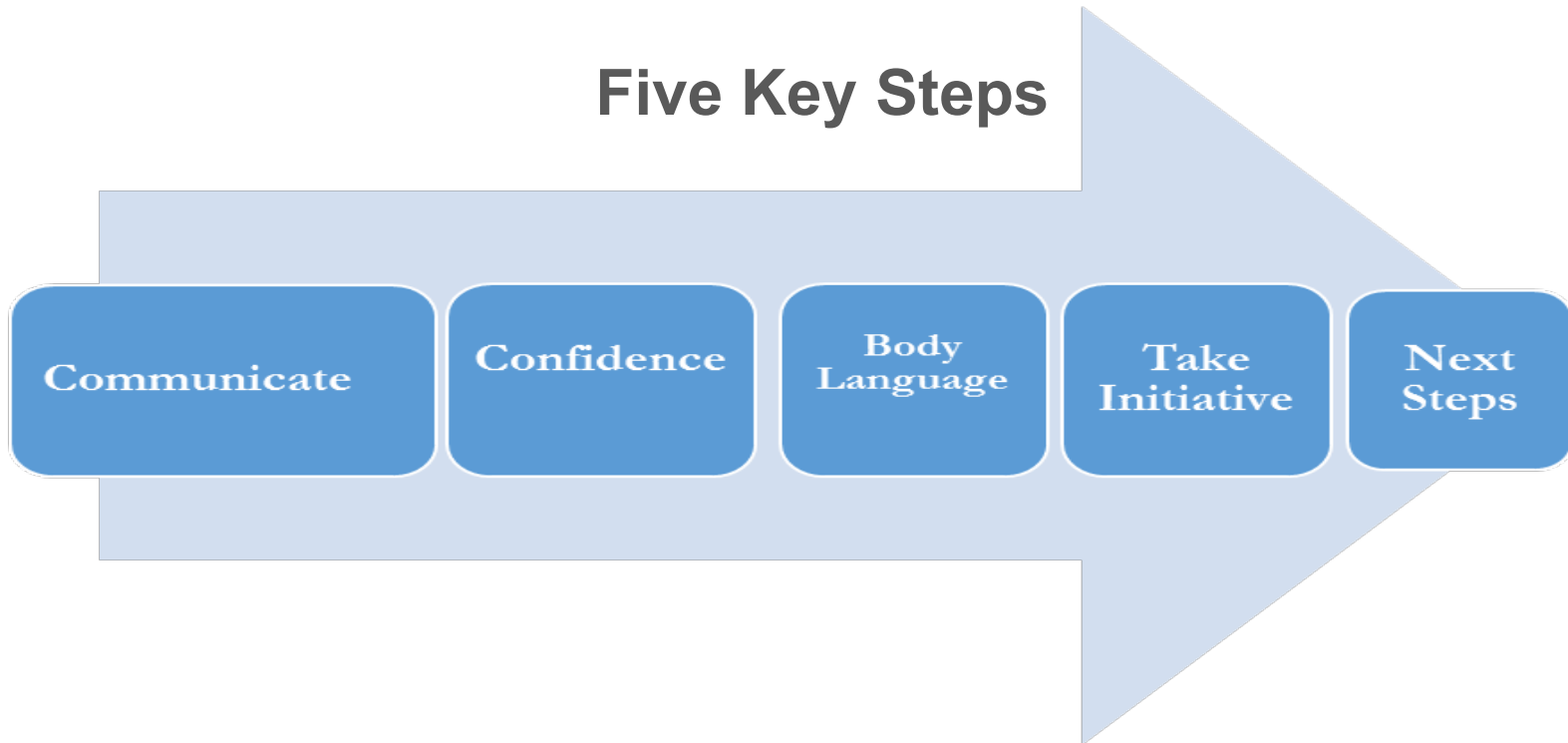
Before the Interview

Prepare! Prepare questions to ask the interviewer

- Can you describe a typical day for someone in this position?
- What are some of the qualifications you expect the ideal candidate for this position to have?
- Can you tell me about this position and the type of person you are seeking?
- What characteristics do the individuals who are successful in this position possess?
- What challenges do you see for a new employee in this position?

During the Interview

Five Key Steps



During the Interview

Extra tips:

- Friendly and pleasant demeanor
- Be prepared for small talk
- Use eye contact
- Be aware of your body language
- Smile
- Show energy and enthusiasm

After the Interview

Write a thank you letter!

- Helps you stand out and keeps you in mind
- Opportunity to develop rapport and reconnect
- Another chance to sell yourself and to reemphasize that you are the best candidate
- Allows you address points you forgot to mention
- Opportunity to clear up any misconceptions
- Confirms understanding of areas discussed

After the Interview

Thank you letters are three paragraphs:

- Thank them for their time and mention something specific about the interview
- Reaffirm your interest and reinforce your skills and accomplishments
- Restate your appreciation and interest in working for their organization. Thank them again for their time and consideration

After the Interview

Reason for rejection

- It could be that you did not market yourself appropriately
- Perhaps you did not express your skills and answer questions clearly or precisely
- Projected overconfidence or a lack of confidence

Common mistakes

- Negative attitude
- Poor listening and communication skills
- Evasiveness not answering questions

Negotiating Your Salary

You need to know:

- The salary amount or range you are willing to accept
- Market demand for your position
- Industry pay scale
- Alignment of your skills, accomplishments to organization's needs

Negotiating Your Salary

Remember:

Your worth is determined by the value you offer the employer!

Your worth is what makes an employer want to hire you!

Negotiating Your Salary

- Postpone the salary negotiation until you know that the employer is interested in hiring you
- Avoid mention of your previous salary
- Keep your options open
- Up the ante

Negotiating Your Salary

- Negotiate future salary increase
- Avoid bluffing
- Stand your ground
- No telephone negotiations
- Get it in writing

Considerations

- Pre-employment screening and testing
- Dealing with physical disabilities
- Inappropriate questions

Next Steps....

Some topics to consider:

- What are you going to do this week to prepare for your next interview?
- What kind of documents do you need to prepare your 'STAR' statements?
- Would you like to work with Michigan Works! personnel to hone your interview skills?



Thank you for your participation today.
We look forward to assisting you in achieving
your career goals.