Preparing for Interviews – Thresholds Top Tips

*How do you differentiate yourself from every other competent candidate you are competing with for limited promotion opportunities?*

The **bad** news is that very capable people often don’t do themselves justice. That includes

- CV
- Application
- Interview

The **good** news is that there are some practical things you can do in advance to greatly increase your chances of making a positive impact on an interview panel...

**PREPARATION IS KEY**

Find out everything you can about the background to the job, the interviewers’ concerns and what they **want** for this role. Thoroughly consider whether/how you are the best match, and use every opportunity to convey this.

**Here are 3 TOP TIPS...**

1) **INHABIT THE ROLE YOU ASPIRE TO**

   1. **Imagine yourself in the role** and describe what you see from the **inside** looking out rather than from the outside looking over/up. If you can see yourself in the role it is more likely that the interviewers will be able to as well.
   2. **Use declarative rather than tentative language.** Be able to describe your **vision** for what you would want to achieve in this role, and what you see as the key challenges.
   3. This positive frame of mind will convey a level of **confidence** which is reassuring to interviewers.

2) **TAKE RESPONSIBILITY FOR GETTING YOUR STORY ACROSS**

   1. Have a **clear and coherent narrative** about why you are the right person for this role.
   2. Convey your strengths and attributes in a **matter of fact way**. Don’t just leave it to the panel to draw out your story.
   3. **You know what the questions are likely to be** - use each one to build up a coherent picture of your fitness that differentiates you from others. Practise your answers with a mentor or colleague, and use their feedback to hone your story.

3) **MAKE THE IMPLICIT EXPLICIT**

   As well as having strong examples and evidence, be able to show how transferable these skills and experiences are to the role you are interviewing for:

   1. **Back up** every statement and assertion with evidence. Give **relevant** examples. What was your specific role? Don’t just talk about what you did – talk about the result/outcome and the **difference** you made.
   2. Rather than simply giving an example (however good) and leaving the audience or panel to figure out what it illustrates - **translate the specific examples into generic qualities, insights and behaviours:** “This example illustrates my ability to...” “From this I learned...”
   3. Help your audience **join the dots.** Show how the past relates to the future – make everything you say relevant to the role you are interviewing for.