



The University Caterers Organisation

Interview Skills On and Offline

MICHAEL NILES
TRAINING AND MEDIA



Part 1 - Interview Skills

- Interview preparation and research
- Using the Job Description to anticipate questions
- Types of question and why they are used
- Preparing answers using S.T.A.R.

Research

Understand	Understand the Job Description.
Think About	Think About the questions you may be asked and prepare responses.
Research	Research the company and where possible the interviewers.
Make	Make notes.
Think	Think of questions to ask the interviewers.
Check out	Check out websites and social media so you sound informed and interested.

What Makes a Good Interview

You have been invited to interview, the last hurdle...

- Arrive on time.
- Have all your materials prepared and ready.
- Firm handshake.
- Relaxed open body language
- Maintain eye contact
- Involve all the interviewers
- Ask relevant questions

The Interview

Before

- Research the company
- Read and understand the JD
- Understand which of your skills are most important to the JD
- Anticipate the questions that may be asked
- Prepare examples
- Make notes
- List of questions you want to ask
- Test run to the interview location
- Have 2 spare copies of your CV
- Get any resources ready the night before

During

- Arrive early
- Dress appropriately
- Maintain eye contact with interviewers
- Ask questions
- Take time to think about your answers
- Ask for clarification if you do not understand
- Refer to your notes if necessary
- Refer to the interviewers by name
- RELAX AND ENJOY!!!!!!

After

- Think about what went well and why
- Think about what went poorly and how you can fix it for next time
- Ask for constructive feedback from the interviewers
- Apply what you have learned for future interviews

Remember that every no is one step closer to the inevitable yes.

Types of Interview Questions



- The following slides are indicative of the types of questions an interviewer may ask and why they are asked.
- Be prepared and try to anticipate what you may be asked so you can confidently answer.

Research Questions

- ▶ A question that indicates whether you have done appropriate research about the company / role you have applied for.
 - Tell me what you have learned about the company?
 - Who do you think are our main competition?
 - What are the biggest challenges you will face to make this role successful?
- ▶ These questions are asked so the interviewer can see that you have taken the role seriously enough to spend time preparing.

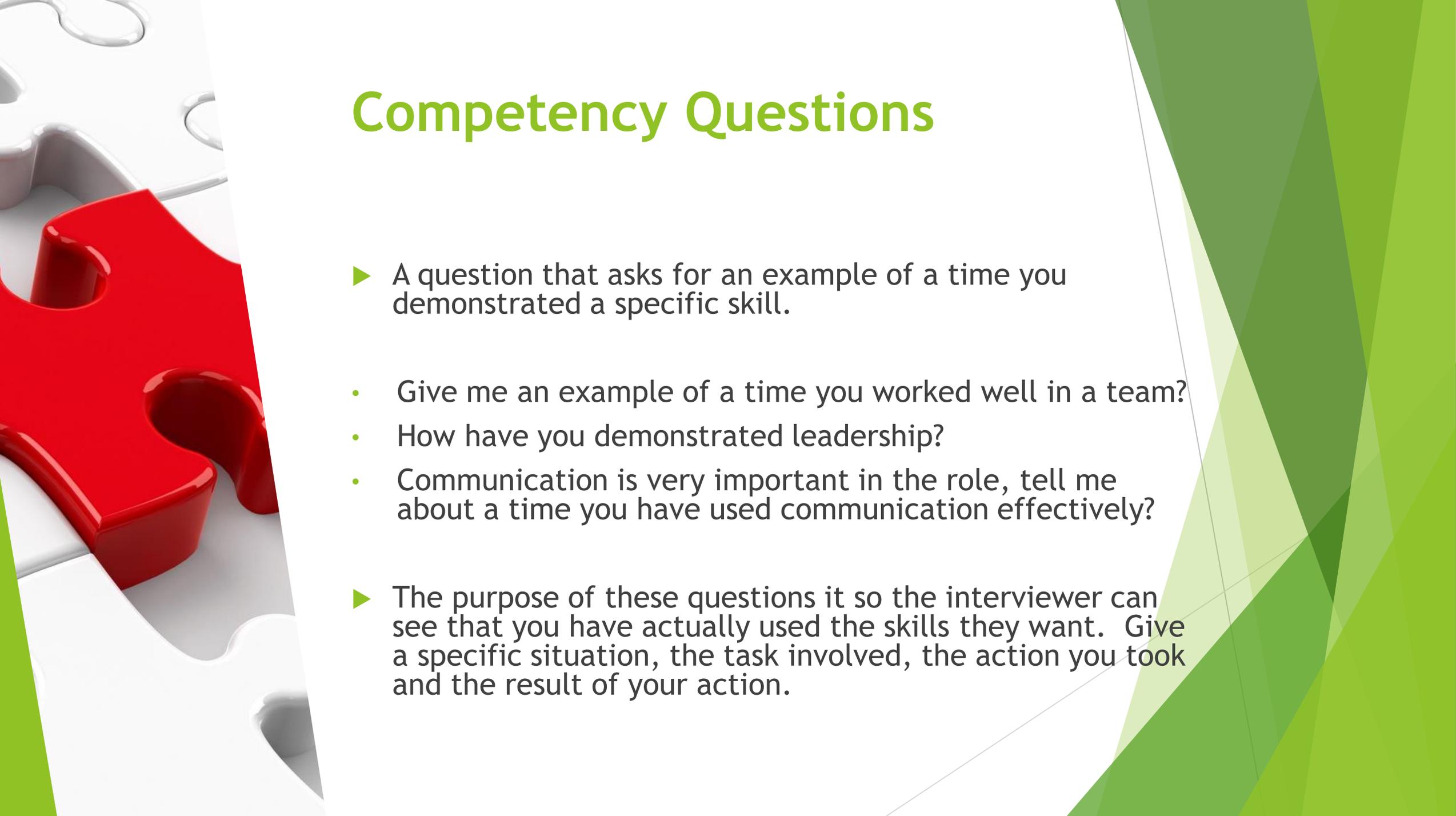


Opinion Questions

- ▶ A question that asks for your opinion on a subject.
 - What do you think makes excellent customer service?
 - What do you think we can do to get out of the current economic crisis?
 - What do you think is more important, quality or quantity?
- ▶ Questions like these are to get an insight into what you think and feel about a particular subject. Answer honestly but positively keeping the requirements of the role in mind.

Insight Questions

- ▶ A question that asks about you personally.
 - So, talk me through your CV and your experience so far?
 - I see you are a member of a basketball team, tell me about that?
 - You learned to speak Japanese, why did you make that choice?
- ▶ These questions are often used as ice breakers to help relax a candidate, also they will give an insight into the candidate's personality.
- ▶ They are also an excellent opportunity to demonstrate the transferrable skills you have that may not directly relate to role but will help you do it better.



Competency Questions

- ▶ A question that asks for an example of a time you demonstrated a specific skill.
 - Give me an example of a time you worked well in a team?
 - How have you demonstrated leadership?
 - Communication is very important in the role, tell me about a time you have used communication effectively?
- ▶ The purpose of these questions is so the interviewer can see that you have actually used the skills they want. Give a specific situation, the task involved, the action you took and the result of your action.

S.T.A.R.

- ▶ Coming up with a concise answer can be a challenge, this acronym should help.

- S Situation
- T Task
- A Action
- R Result



Question	Purpose - what they're looking for	How to answer / Info. to include
Tell me about yourself	This is an ice breaker question, use it to relax and let the interviewers know a little about you personally. Always try to get a reference to relevant skills in though	<ul style="list-style-type: none"> • Don't waffle – this will be asked at most interviews so you can always practice at home. • Outline the skills and personal qualities that are relevant to the job. • Use this familiar topic to bed into the interview and relax.
Tell me about a time when...	These are designed so you have to give an example of when you have demonstrated a skill. Use a real situation and outline what you did and the skills required.	<ul style="list-style-type: none"> • Give specific examples • Use STAR : Situation; Task; Action; Result (See Below) • Remember to use "I" • Expect there to be follow up questions
What are your weaknesses?	Honesty and realism – but with a positive spin. Prepare an answer and choose one that is either unrelated to the role, or one you are already positively addressing.	<ul style="list-style-type: none"> • Point out a couple of areas where you may need training or development should you get the job • Alternatively, highlight a weakness you are already working on and what you've achieved so far • Never say 'I don't have any'
Why do you want to work for us?	They are looking for proof that you have thought about the role and the company	<ul style="list-style-type: none"> • Some positives about the organisation – show them you've done your homework • Talk positively about what you think you can bring to the organisation/role and what you're hoping you'll get from it
What do you think you'll find most difficult/challenging about this role?	How closely you think your skills/experience match the role	<ul style="list-style-type: none"> • Areas you feel match your skills/experience • Challenges/new things you're looking forward to and what you'll do to get to grips with them quickly
S.T.A.R	Situation Task Action Result	<ul style="list-style-type: none"> • SITUATION: Choose a real situation and something where you can demonstrate an individual role. • TASK: Describe the task, project, interaction clearly and your role in it. • ACTION: What did YOU do to resolve the situation, what skills were required. • RESULT: After the action had been taken what was the result, benefit, resolution to the situation

Assessment Centres

- ▶ These are group Interviews which allow recruiters to see multiple candidates in a short time.
- ▶ They are designed to:
 - See how people work in teams.
 - Demonstrate problem solving skills.
 - Show effective communication.
 - Demonstrate leaderships qualities.
- ▶ Get involved, enjoy them and be yourself.

Top Tips

1. Plan your route to the venue before hand and do a practice run if necessary, arriving late is not going to get you off to a good start.
2. Prepare any materials the night before and double check everything you need is in good order and works.
3. Try and get the names of the people who are interviewing you. Addressing them by name shows you have made an effort.
4. Understand the dress code required for the roles and always dress one better.
5. Don't eat strong smelling food before an interview, when you have been in a room for an hour that will leave a lasting impression on the interviewer.



Conclusion

A recruiter is not going to waste time interviewing someone who they don't think can do the job.

- Keep your CV up to date and relevant to the role, give them a reason to interview you.
 - Research Research RESEARCH!!!
 - Use the Job Description to help you manage the process.
 - Use STAR to develop you answers.
 - Relax and enjoy.
- 



One important key to success is self-confidence, an important key to self-confidence is preparation.

ARTHUR ASHE



Part 1b - Remote Interview Preparation

- Setting up your remote interview.
- Maintaining Eye contact.
- Practice Practice Practice

- Check your internet connection.
- Sit comfortably.
- Good lighting.
- Neutral background.
- Have your webcam at eye level.
- Use a microphone.
- Find a quiet space.

Setting up your Interview

- Look at the webcam not the person.
- Minimise the screen and place it below the webcam.
- Make sure the camera is at eye level.
- The interviewers eyes are the camera.

Maintain Eye Contact

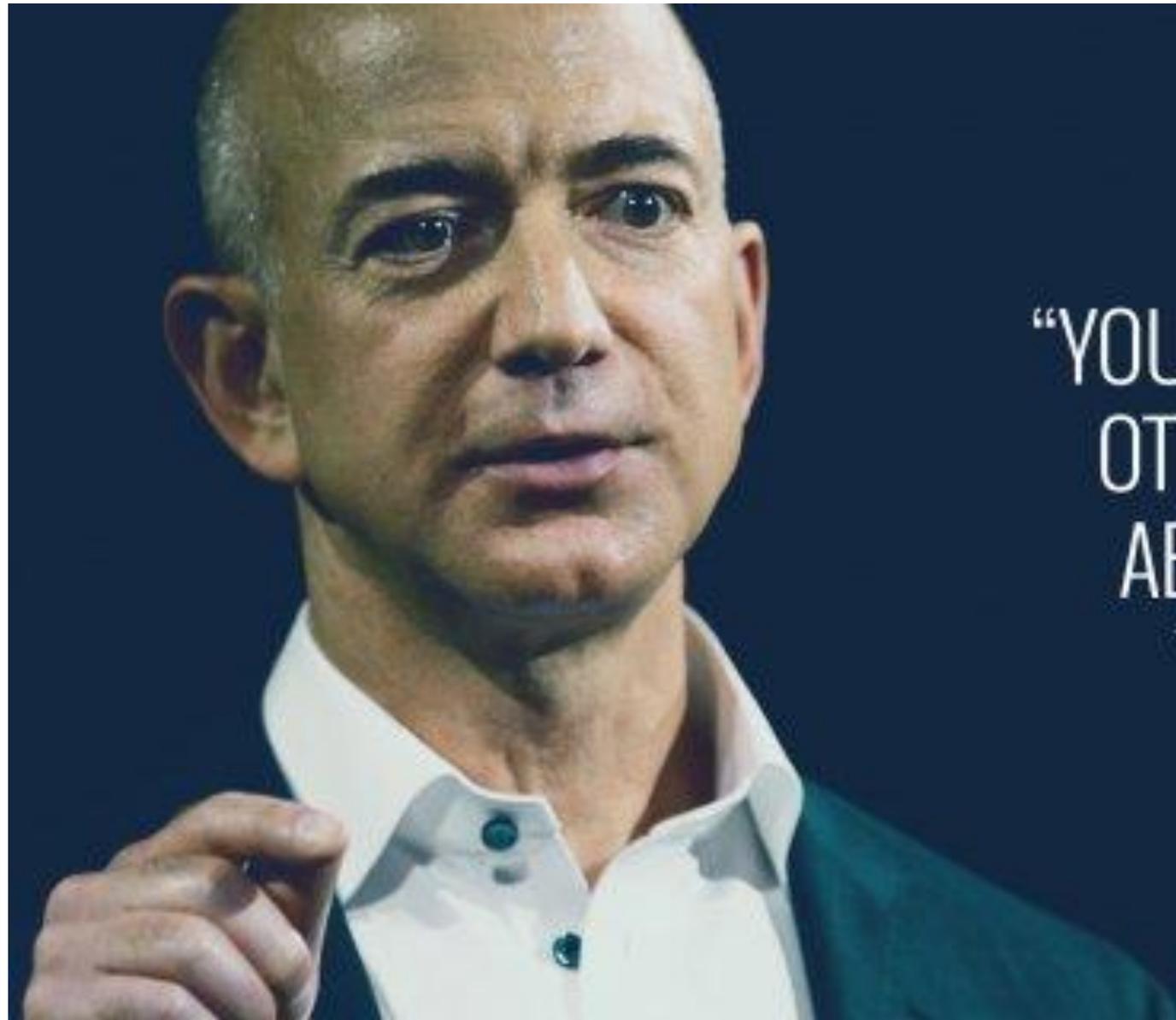
- Check your set up before hand.
- Do a couple of practice meetings with friends and family.
- Play with settings before hand so you are fluent.
- Record your practice and play it back.

**Practice,
Practice,
Practice!**



Part 2 - Personal Branding

- What is a personal brand?
- Creating a bio, your skills, expertise, your offer
- Finding your voice, platform
- Protecting your online brand



“YOUR BRAND IS WHAT
OTHER PEOPLE SAY
ABOUT YOU WHEN
YOU'RE NOT IN
THE ROOM”

- Jeff Bezos -

Your Brand



Your Skills



Your USP (Unique Selling Point)



Your values



Your value

Finding your Voice



LinkedIn profile and LinkedIn groups.



Blog writing.



Vlogging.



CV and cover letter.



Recommendations, references and endorsements.

Protecting your Brand



Clean up your social media posts.



Ensure all online interactions are positive and add value.



Answer machine messages professional.



Email addresses clean.



Answer every phone call like it is from an interviewer.



10 Things That Require Zero Talent

1. Being on time.
2. Work Ethic
3. Effort
4. Body Language
5. Energy
6. Attitude
7. Passion
8. Being coachable
9. Doing Extra
10. Being Prepared

Other Resources

National Careers Service: <https://nationalcareers.service.gov.uk/careers-advice>

Barclays Life Skills: <https://barclayslifeskills.com/young-people/>

Lloyds Bank Academy: <https://www.lloydsbankacademy.co.uk/>

YouTube Videos

Keeping eye contact in online meetings: <https://youtu.be/0VE7JQdaJ4Q>

Positioning your Laptop for Online Meetings: <https://youtu.be/cW3RgXDrwMk>

Any Questions?



The University Caterers Organisation

Other Courses: <https://www.tuco.ac.uk/academy/professional-development/courses/upcoming>

Telephone: 0161 7133420

Email: info@tuco.ac.uk

The logo for Michael Niles Training and Media consists of the name 'MICHAEL NILES' in a bold, black, sans-serif font, with 'TRAINING AND MEDIA' in a smaller, black, sans-serif font below it. The text is enclosed in a thin, gold-colored rectangular border.

MICHAEL NILES
TRAINING AND MEDIA

Website: www.mn-trainingandmedia.co.uk

LinkedIn: www.linkedin.com/in/michael-j-niles

Email: michael@mn-trainingandmedia.co.uk