

Tips for Interviewing Success

Presented by

Meriwest Credit Union

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Tip #1

Research the Company

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Be prepared to answer any questions

- What is the history of this company or business?
- Who are they and what do they do?
- How long have they been in business?
- What do you know about the open position?
- Why do you think you would be a good fit for this particular position?
- Why do you think this company would be a good fit for you?

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Research Options

- Company's website
- Enter company's name into a Google search
- Contact the Better Business Bureau
- Request a copy of their annual report
- Ask friends & family

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Tip #2

Create a Powerful Resume

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What is a Resume?

- A tool that is used to attract your ideal work
- Highlights relevant information:
  - Skills
  - Experience
  - Achievements
- Only opens the door



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A Well-Designed Resume:

- Paints a positive and factual picture of you professionally
- Sets a positive tone for the interview
- Guides the interviewer in what to ask
- Influences others who approve the hiring decision

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Resumes in the 21st Century

- What employers are looking for in a resume has changed
- Employers are inundated with resumes
- Average resume scanned in 20 seconds sometimes only by a computer
- Key words are extremely important – make sure they are spelled correctly

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How do you make yourself stand out?

- On merit & good work alone?
- Unfortunately…No
- Must sell yourself
- Your resume must communicate:
  - What is your advantage over the competition?
  - What do you have to offer?
  - What value would you add?

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How do you get started?

Gather Information

- Performance Reviews
- Status Reports
- Customer Comments
- Sample Resumes
- Open Position Requirements



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First things first…

- Name
  - Top middle or top right corner
  - Bold & larger font
- Contact Information
  - Address - Spell out name of state
  - Phone – Must be able to talk
  - E-mail - Must be appropriate

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Summary Section

- Include at top of resume
- 3-4 brief statements why you are the right person for the job
- Anything that makes you qualified for the job
  - Experience
  - Credentials
  - Expertise
  - Personal Values
  - Work Ethics
  - Background
- Entice the reader to finish reviewing your resume

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Summary Section - *continued*

- Include columns of additional skills in bullet form
- Should be specific to the target company/position
- Remember – Resumes may be scanned for key words

Sample Key Word Summary Section

- Key word
- Key word
- Key word

- Key word
- Key word
- Key word

- Key word
- Key word
- Key word

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Professional Experience Section

- List most recent company worked for
- Use years only – no months
- One-line description of the company (*optional* - as space allows)
- Most recent job title
- Brief description of duties
- Include 3-5 accomplishment statements

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Highlight Accomplishments

- Best evidence of your skills
- Illustrates your capabilities
- Indicator of future potential
- Strengthen your resume
- Help distinguish you from other candidates
- Use **bold** introductions to highlight the accomplishment



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Examples of Accomplishments

- Projects you worked on
- Problems you solved
- Outcomes of your work
- Results you achieved
- Programs you implemented

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Sample Accomplishment:

*"Reduced excess supply orders by developing a new process to monitor and track current inventory **saving the company over $5,000** in the first year alone."*

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Resume Format

- Chronological Format
- Functional Resume
- Combination Resume

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Chronological Format

- The traditional resume
- Most common form
- Highlights employment history
- Reverse chronological order

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Chronological Format

Best used when…

- You are looking for work in the same field
- Your work history documents significant career growth with increasing responsibility
- Transferring skills to the same industry (i.e., you have been a bank teller and are applying sales associate position at a bank)

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Functional Resume

- Highlights skills, knowledge, and abilities (SKA)
- Does not focus on dates
- Uses accomplishments to express expertise
- Best used when…
  - You have no direct experience
  - Your SKA are not reflected in recent work history
  - Searching for entry-level or re-entering job market
  - You have Inconsistent work history

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Combination Resume

- Uses parts of both
- First highlight applicable SKA
- Then list job history in chronological order
- Use little to no detail about each job
- Best used when…
  - You have some but minimal actual work experience in the job you are applying for

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Do's

- Use Correct Spelling
- White/Beige Paper
- Be Professional
- Include Key Words
- Use a common font
- **PROOFREAD!**

Don'ts

- Spelling Errors
- Color Paper
- Include Personal Info.
- Exceed 2 Pages
- No "fluff"
- No political/religious items

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Before you Submit your Resume…

- Ensure that content on social networking sites is work appropriate

facebook

STOP

twitter

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Consequences of Not Managing Online Personal Privacy

24% have regretted or removed posts from social media.



School teacher fired after posting this pic



Patriots' Cheerleader fired after being tagged in this pic



College intern fired after attending a "Family emergency"

> Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

A young woman lost her job before she even accepted the position because of this post.

TREND MICRO inspiration



Tip #3

Be Prepared

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Be Prepared

- Review research and write down a few questions *(displays your interest in the position)*
- Practice the interview with a friend
- Bring a note pad and a pen
- Bring extra copies of your resume
- Bring copies of your list of references

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Tip #4

Dress Appropriately

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YOU









Dress for Success













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What is Appropriate Interview Wear?

- Depends!
- Industry appropriate
  - Industrial
  - Food
  - Banking
- Step above company's culture
- Level of position
  - Entry level, Construction, Sales, Retail
  - Management: Supervisor, Manager, Assistant Vice President, Director, Vice President, etc.

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Dressing Appropriately - Example



OR



Depends on the position!

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Dressing Appropriately - Example



OR



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Personal Hygiene: Don't



- Wrinkled & stained/dirty clothes
- Messy uncombed hair
- Dirty, chipped or too bright nail polish
- Too much cologne/perfume
  - Smell like cigarettes
- Don’t chew gum during the interview
- Don’t smoke cigarettes before the interview



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Personal Hygiene: Do



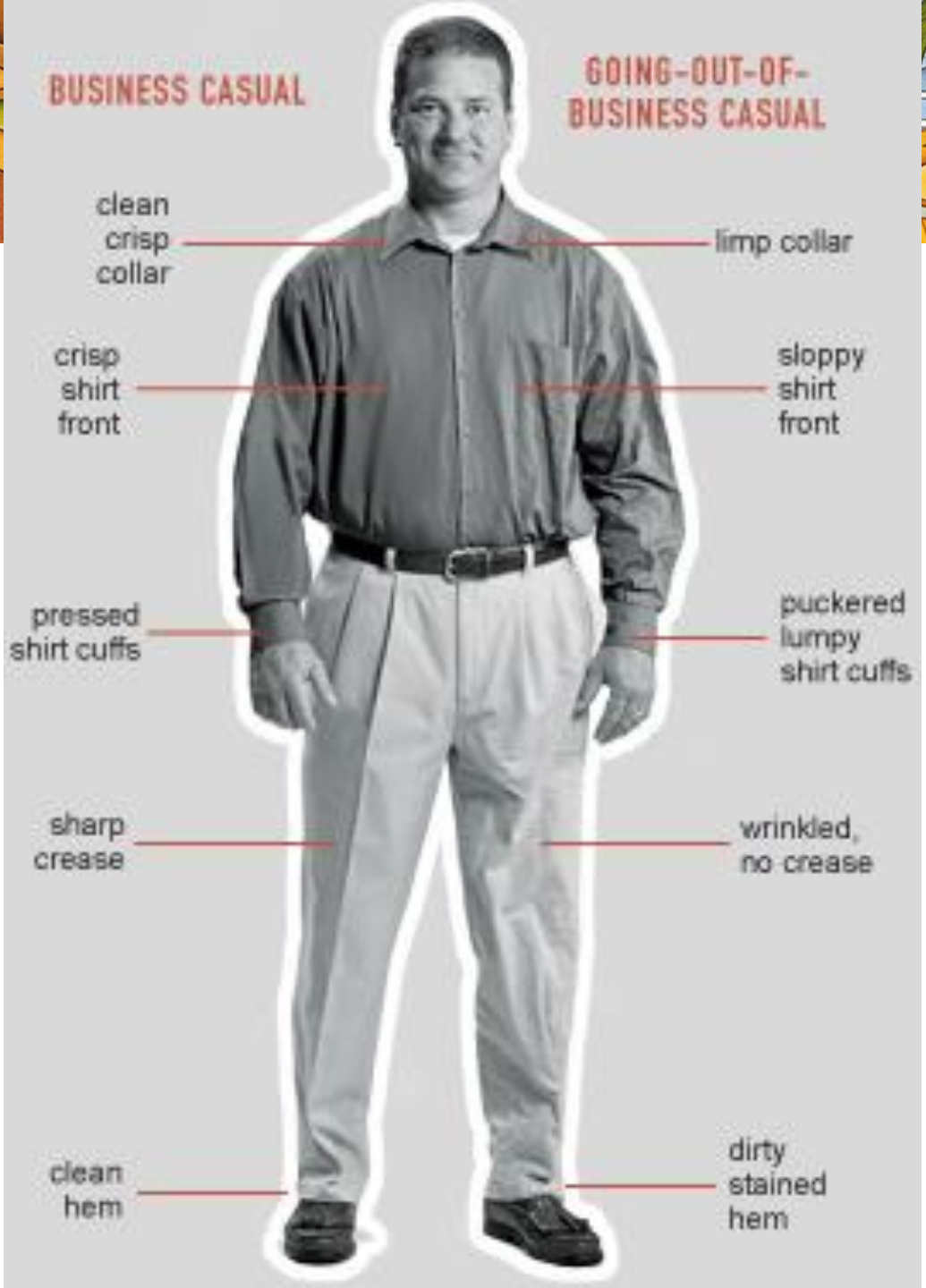
- Clean – body & clothes
- Clean & combed hair
- Clean or modestly polished nails
- Smell good – easy on the cologne/perfume
  - Critically important if you smoke cigarettes!
- Good breath



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Make-up: Don't



- Too bright/dark
  - You are not going to a night club
- Strong/heavy eyeliner
- Strong/heavy blush
- Strong/heavy lipstick & lip liner



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Make-up: Don't





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Make-up/Facial Grooming: Do



- Very Natural
  - ***You*** want to be remembered, not your make-up
- Accentuate your features
- Check your teeth
- Keep facial hair neatly trimmed and well groomed



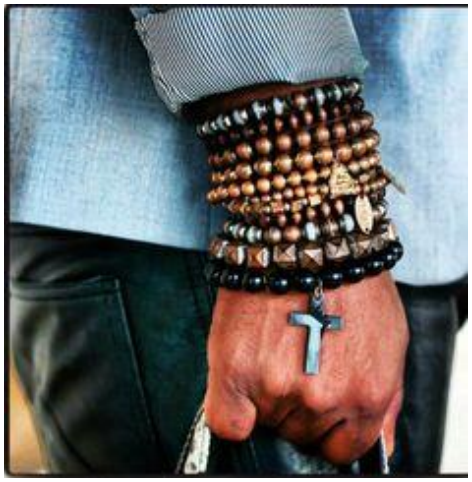
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Accessories: Don't



- Nothing gaudy
  - *You* want to be remembered, not your accessories
- Nothing overpowering
- Nothing heavy



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Accessories: Do's



- Modest, not too big or noisy
- Recommend only one:
  - Pair of earrings
  - Ring per hand
  - Necklace
- Cover tattoos and remove visible body piercings
- Only to accentuate the outfit
- Rule of Thumb – If you think it might be too much…it is!

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Shoes: Don't





- Flashy/bold colors
- No thong sandals
- Heel should not be too high
- Not too shiny or covered in glitter
- Men: Dark pants with light shoes/socks

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Shoes: Do



- Appropriate for type of work
  - Height of heel
  - Amount of support



- Neutral colors, nothing too flashy
- Match shoes & socks to pants
  - Dark pants = dark shoes & dress socks
  - Light pants = light shoes & dress socks

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Clothing: Summary

- Research the company's dress code/culture and dress one step above
- Clean & pressed
- Fit properly – not too baggy & not too tight
- Modest attire – not too short or low cut
- Neutral colors are best
- Dress to impress!
- Rule of Thumb – If you think it doesn't look right, change your clothes

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Who would you give your money to?





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Tip #5

Arrive Early

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Arrive Early

- Arrive to your appointment **EARLY**
- Preferably 10 to 15 minutes prior
- No more than 20 minutes
- If arrive earlier, do **NOT** go inside
- Spend extra time reviewing notes

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Tip #6

Be Polite

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Be Polite

- Make eye contact with your interviewer
- Shake hands firmly but avoid the “death” grip
- Be aware of body language; maintain good posture and look enthusiastic!
- Greet the interviewer by title (Mr., Dr., Ms.) and last name
- Wait until you are offered a chair before sitting

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Tip #7

Sell your Product - *You*

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Sell your Product - *You*

- Listen carefully!
- Be honest
- Be confident
- Emphasize your strengths
- Ask for clarification if you don't understand a question
- Answer questions with more than a yes or no – provide detailed answers

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Things to Avoid

- Smoking ciggarettes before the interview
- Chewing gum during the interview
- Telling jokes during the interview
- Being soft spoken – confidence is the key!
- Bringing up or discussing personal issues
- Making negative comments about former company or colleagues
- Falsifying answers to interview questions

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Tip #8

Follow Up

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Follow Up

- Get business cards from each person you interview with
- Write a prompt thank you letter to your interviewer(s)

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Post Interview Assessment

- Immediately after the interview:
  - Ask yourself: *"What went well?"*
  - Ask yourself: *"What can I do better next time?"*
  - Begin writing your "Thank you" letter
- Write "Thank you" letter(s) that include:
  - What is your advantage over the competition?
  - What do you have to offer?
  - What value would you add?

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Remember…

Don't be discouraged if no definite offer is made at the end of the interview.

Each interview is an opportunity to sharpen your skills for that perfect position.



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