



Selling yourself at interviews

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Interviews? They're a walk in the park!

Agenda

- “Be Yourself”
- Do your research
- Importance of a top class CV
- Generic interview questions
- Interview Techniques
- Appearances
- What NOT to do



Be Yourself!

- It may sound cliché – but it is **SO** true.
- The interviewer needs to get to know you
- But an interview is a chance for you to get to know **them**

Top tips:

- Ask questions – at the right point of course.
- Demonstrate your interest in the company.



Do your research!

- Pretty much self explanatory: make sure you have researched the company before your interview
- An interviewer will ask you *why* you want to join that company
- Also, if you do your research, you can find out if you like what that companies doing. So it is important for you to!



Importance of your CV

- If you've got an interview, the hiring manager has probably read your CV and likes what they see.
- However, make sure:
 - You tell the truth! You don't want to be caught out by an interviewer.
 - You know your CV from top to bottom, and can answer any questions. At IBM your CV stays with you through every stage of recruitment.
 - You are prepared to answer questions about your CV.



Generic Interview Questions

- Why do you think you're the best person for the job?
 - What is it about this job/opportunity that attracts you?
 - What is it about this organisation that made you decide to apply for the position?
 - Tell me what you know about IBM, what do we do?
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- But also there will be questions specific to the role, company and competencies they are looking for...

What Makes an IBMer?

The 8 Competencies we look for:

Taking Ownership

Creative Problem Solving

Teamwork Adaptability

Communication

Drive

Client Focus

Passion For The Business



Over to you...

Split into teams of 3 to do the following:

- Activity 1 (10 mins)
 - Read over the job specification for Business and Technology Consultant in your pack
 - Using the resources available (brochures, phones, laptops) research IBM
- Activity 2 (10 mins)
 - Swap CV's
 - Create a list of questions based on the information in the CV using generic questions and also think of some related to the 8 core competencies IBM looks for
- Activity 3 (10 mins)
 - Prepare your own interview answers
 - Relate to different scenarios – uni, work, sports, learning to drive etc
 - Spider diagram can work well
- Activity 4 (45 mins)
 - Take it in turns to interview each other using the questions devised earlier (15 mins per interview)
 - One person interview, one person interviewee and one observer to provide feedback

Your Appearance – first impressions count the most

- Looking and sounding the part is key
- Dress appropriately – there's no harm in asking before the interview.
- If in doubt follow business dress; for men suit and tie, for women trouser/skirt suit (not too short!) – think 'The Apprentice'
- Also practice your handshake!



What not to do

- Don't treat the interview casually.
- Don't act as if you would take 'any' job offered to you.
- Avoid making excuses, take responsibility for your decisions and actions. There is no harm in suggesting where you can develop.
- Don't give the impression you are only interested in the salary.
- Don't be unprepared!



Some tips from us to you...

- BE YOURSELF!
- Demonstrate to us how you're different, think 'uniqueness'.
- Don't just mention your school/college life.
- Think: extra curricular, volunteering, part time jobs, and even your social activities.
- Spellin n Grammer – **don't make this mistake.**





Any Questions?

Upcoming IBM events at Loughborough:

Careers Fair - 25th October

Employer Presentation - 3rd November

Effective Communications Workshop - 21st February

Smarter Planet Workshop - TBC

More information can be found at the Careers and Employability Centre