



Interviews can be scary but why?

- Not every interview is the same
- You don't know what to expect
- You really want the job but that means your nerves can get the better of you

Should interviews be scary? No! Because it is not just about the business and employer getting to know you it's also your opportunity to get to know the business and employer. You are just as much getting to know them as they are you.

- Are they right for you?
- Will the business and employer help you reach your career goals?
- Will you get rewarded for the contribution you will make?
- Is it a great team?
- Is the working environment a nice place to be?
- What type of work will you do?

Here are our top tips to preparing for your interview. Get your pen and paper ready.

## 1. **Research the business and industry**

This is particularly important if you are new to the industry. Researching the business and industry will give you a great insight into the working practice from the type of work and the type of business it is to help you see if they are a good cultural fit for you. Look at their clients (if they share this information), services they offer, their values, any recent news or achievements they have completed. Do they have a social media presence? What are they currently promoting or sharing? It always looks attractive to an employer when you can turn up to the interview and know about the business. It shows great interest.

## 2. **Prepare a list of your key qualities that are suitable for the role and why you want the job**

Go to your interview with a prepared speech or notes on your best qualities and why they are suitable for the job you are applying for. At this point, you can also include what interests you about the role. Think of this as 'selling yourself' it's your opportunity to truly sell your best attributes to the employer. There are some core traits that are always appealing to pretty much every role and company. So you may be asking what the most valuable attributes are across industries? These can include;

- Confidence
- Ambition
- Passion
- Critical Thinking

- Positivity

These are only a few of them, it's good practice to read over the job specification again for the role that you are applying for and pick out any qualities that they have specifically mentioned and think of a scenario within your previous work where you have displayed such attribute.

### 3. Think and prepare why the business may have reservations of hiring you

Put yourself in your interviewers shoes...ask yourself why they might not want to hire you and prepare your answer if you are asked. If you are confident enough you could bring this topic up yourself and directly attack it. This way you can take control of the narrative and at the same time potentially impress your interviewer. It's always a good idea to preempt what the interviewer could possibly ask or say to cover all avenues and ensure you aren't left feeling surprised or shocked by a question asked.

### 4. Create a list of questions you would like to ask them – Always have a couple of questions as it shows you are prepared and interested

In most interviews, you are asked if you have any questions, this is your opportunity to stand out from your competitors and ask insightful questions about the role, the business and the type of person they are looking for. You can then respond and start a conversation with the interviewer highlighting why you are the candidate they are looking for.

### 5. Take a copy of your CV with you

If you would really like to impress, ensure that you take a few copies of your CV to the interview. Taking copies of your CV and having them visible ready to hand out will reinforce how much you have prepared for the interview. All of these little touches helps to show your character. If you are facing a panel of interviewers it will show that you are organised and thinking ahead by supplying them with a hard copy of your CV yourself and can also help to structure your answer when discussing your skills. Help yourself, it could help make your interview run smoothly.

### 6. Prepare your answer to any question asking you to describe your background

Talking about ourselves is something we do not necessarily find comfortable with or enjoy doing so when you are asked to describe who you are and a little about your background we can sometimes pause and say a lot of 'ums'. Preparing an answer will give you the confidence to approach this with positivity which will come across in the interview. Planning and preparation will always minimise the chance of slip ups and will also help to calm your nerves on the day.

We hope you can make good use of these top tips and go into your interview feeling confident.

The final thing we would like to say to you is, Good Luck!