



REASONS WHY INTERVIEWS FAIL

When times are tough and positions are hotly contested, it is really important to nail your interviews and make an impression on your audience. Here are a few tips and areas you might want to steer clear of to help you land the job of your dreams.

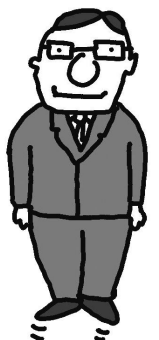
1. Don't over-explain why you lost your last job. It's okay to mention that your last position was eliminated, but then move on to what you can do for this employer.
2. Try not to convey that you're not over it. During interviews, some people act wounded, angry or sad. These are normal emotions after a redundancy or fall out with a previous employer but they don't belong in a job interview -- you may give an impression of being unstable and communicate that you don't grasp the business reasons for redundancy and change.

Give your self a health check after a redundancy or restructure – make sure you are in a positive frame of mind and are clear on your career direction.

If asked by the interviewer a negative question like, "What didn't you like about your previous manager or company" Try to answer positively by suggesting things that might have been improved, try and leave out the personal comments.

3. Show some humour, warmth, or personality. Many anxious job candidates can be one-dimensional during interviews, and are too focused on getting their talking points across. Don't forget to show qualities that can be a real plus in the decision-making process, including humor in good taste, warmth, and understanding. One thing interviewers want to know, of course, is how pleasant you would be to have around the place every day.

A smile goes an extremely long way.



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4. Ensure you are interested or have enthusiasm for the role. After all, companies are looking for people who are excited about working with them and for them.

This is critical especially during the first interview because unless you convince the interviewer you have the skills, experience and passion for the job, you will not pass GO and collect \$200.00.

5. Do some research about a potential employer. It's essential to be up on the latest news, so be sure to research the company before the interview. Be prepared with well-informed, thoughtful questions about its products or services and its future plans. Many applicants aren't bothering and it shows.

Compile a list of questions you want to ask, and be prepared. When an interviewer asks if you have any questions, ask them! Acknowledge any questions that have been answered during the interview.

6. Try not to concentrate too much on what you want. Focus more on what the interviewer is saying. Listening carefully is crucial in steering the conversation toward how you would fit in and what you have to offer.

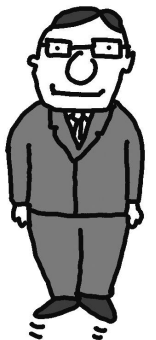
Place yourself in the employer's shoes and try to think what they are looking for, and then seek to present evidence that meets their requirements.

The place for negotiating what your expectations are is at the offer stage and not before. Disclosing what you want early in an interview can be the kiss of death.

7. Trying to be all things to all people doesn't always work. Devote most of your effort to talking about what you know you do well, and don't try to stretch your actual qualifications too far. A good rule of thumb: Don't apply for any job unless you have at least 75% of the stated qualifications.

Be realistic and honest about your skills and experience and target those roles that will give you the best chance of success.

8. "Winging" the interview just doesn't work anymore. Many hiring managers say that candidates often aren't ready to answer difficult questions. So rehearse. Prepare and practice a 90-second verbal resume, and some answers to possible questions, particularly in the situational and behavioural areas - so that you come across as succinct.



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Remember this is about providing evidence and examples that are factual and demonstrate your skills. Generic and high level answers are a fail!!!

9. Figure out ways to set yourself apart from other candidates. You have to make the strongest possible case for why you are the best person for the job. Specifically address what impact you can have for them. Use quantifiable achievements from past positions to back up your performance promise.

Emphasise what you bring to the new employer, how you can help the hiring manager become more successful by making them look good.

10. A lot of people fail to ask for the job. You have a much better chance of getting the job if you ask for it. Close the interview by summing up what you can bring to the job, and ask for the opportunity to deliver those results. The key thing here is; when you say it, MEAN IT!

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