

*NetAcad Workshop*

*March 2016*

# Ace Your Interview

*Presented by Luan McArthur-Grill*



**"If someone offers you an amazing opportunity and you're not sure you can do it, say yes - then learn how to do it later."**

*- Richard Branson*

Success is where preparation  
and opportunity meet.

*Bobby Unser*

# Agenda

## The preparation:

Learning to prepare

## The real world:

Where to start

CVs, their value & how to get them right

## The Interview:

Making dynamic first impressions

Typical Interview Questions & Things employers find impressive

Body Language

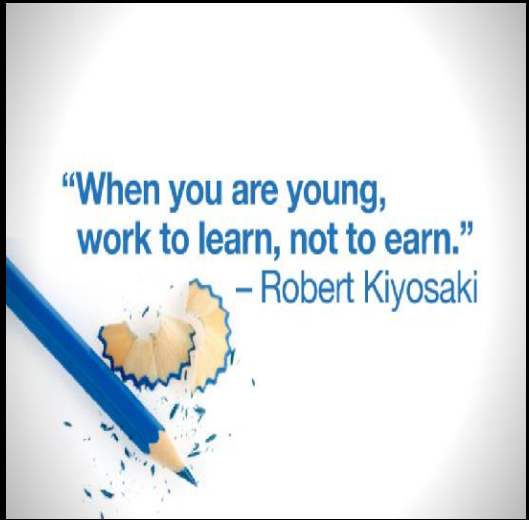
## Getting it right in your head

A brief mention of EQ, IQ and CQ

# The Intro - Is this you?



# The Real World



“When you are young,  
work to learn, not to earn.”  
– Robert Kiyosaki

Where to start:

CVs, their value & how to get them right

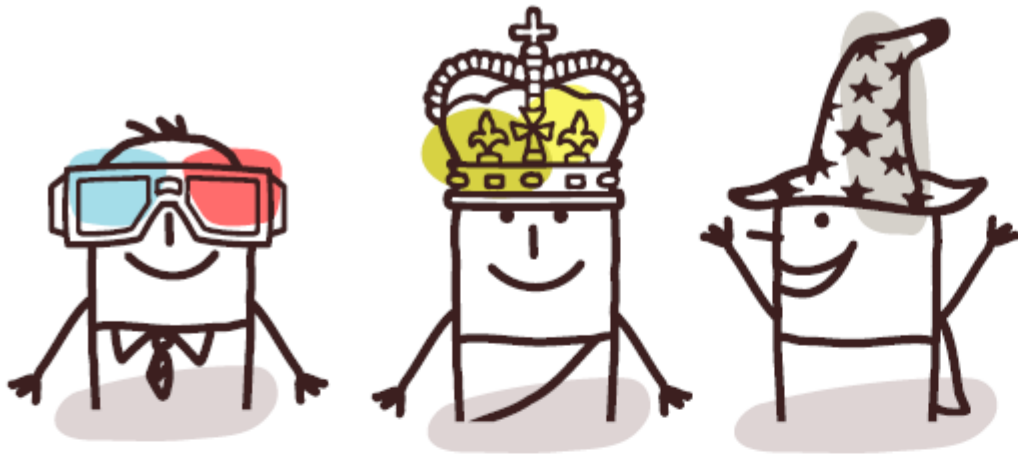


**“AN  
OVERLY  
LONG  
RESUME  
DOES NOT  
IMPRESS  
ME.”**

## Basic Rule # 1: Check your CV for spelling and grammar errors!

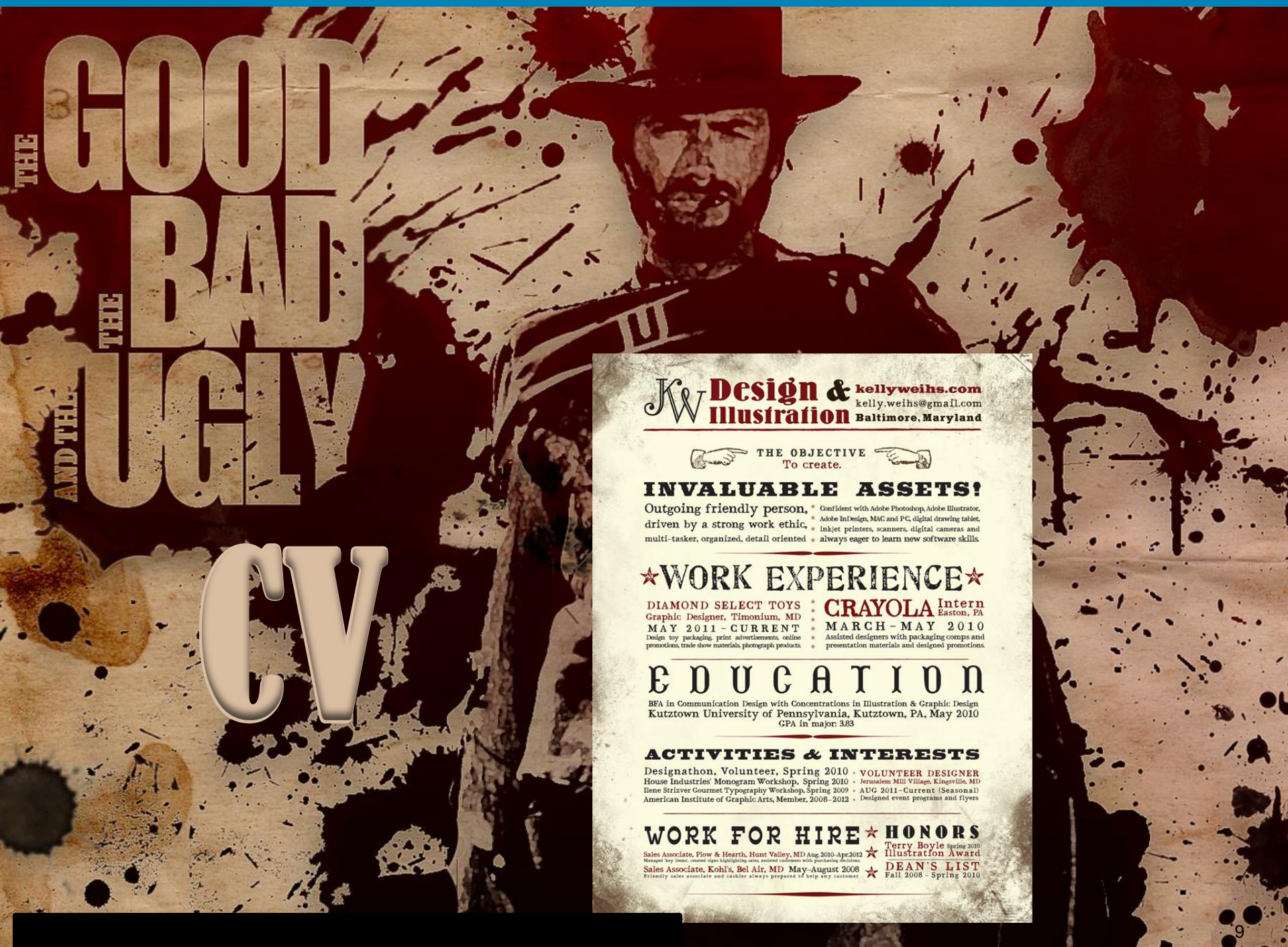
If you can't eliminate **bad grammar** or misspellings from your resume or cover letter, how can I expect you to write an error-free report for a client?





*Employers  
know that  
not all grads  
are created  
**EQUAL.***





THE GOOD  
AND THE BAD  
AND THE UGLY

CV

**KW Design & Illustration** [kellyweihns.com](http://kellyweihns.com)  
[kelly.weihns@gmail.com](mailto:kelly.weihns@gmail.com)  
Baltimore, Maryland

THE OBJECTIVE  
To create.

**INVALUABLE ASSETS!**

Outgoing friendly person, driven by a strong work ethic, multi-tasker, organized, detail oriented

Confident with Adobe Photoshop, Adobe Illustrator, Adobe InDesign, MAC and PC, digital drawing tablet, inkjet printers, scanners, digital cameras and always eager to learn new software skills

**★ WORK EXPERIENCE ★**

**DIAMOND SELECT TOYS** Graphic Designer, Timonium, MD  
MAY 2011 - CURRENT  
Design toy packaging, print advertisements, online promotions, trade show materials, photograph products

**CRAYOLA** Intern  
Easton, PA  
MARCH - MAY 2010  
Assisted designers with packaging comps and presentation materials and designed promotions

**E D U C A T I O N**

BFA in Communication Design with Concentrations in Illustration & Graphic Design  
Kutztown University of Pennsylvania, Kutztown, PA, May 2010  
GPA in major: 3.83

**ACTIVITIES & INTERESTS**

Designathon, Volunteer, Spring 2010 • VOLUNTEER DESIGNER  
House Industries' Monogram Workshop, Spring 2010 • Jerusalem Mill Village, Kingsville, MD  
Ilene Strizver Gourmet Typography Workshop, Spring 2009 • AUG 2011 - Current (Seasonal)  
American Institute of Graphic Arts, Member, 2008-2012 • Designed event programs and flyers

**WORK FOR HIRE ★ HONORS**

Sales Associate, Flow & Hearth, Hunt Valley, MD Aug. 2010 - Apr. 2012  
Manager key items, create sign highlighting, solve customer problems with purchasing decisions

Terry Boyle Spring 2010  
Illustration Award

★ DEAN'S LIST  
Fall 2008 - Spring 2010

Sales Associate, Kohl's, Bel Air, MD May-August 2008  
Friendly sales associate and cashier always prepared to help any customer

# Do you want to make a recruiter laugh?

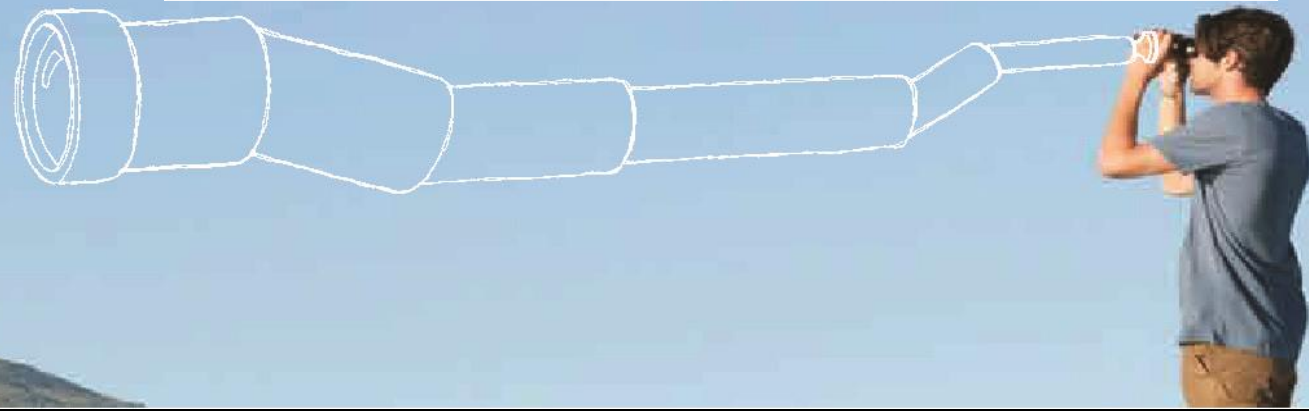
- Use ridiculous email address
- Pictures are always a great fun
- Making jokes in your CV/profile – is it worth it?

# Some other CV basics..

Employers hire graduates who take responsibility and achieve things!



DO's	DON'Ts
Give employers a reason to meet you – USP's, e.g. from work experience	Waste space on a personal statement, instead use Career Objectives
Focus on value, not tasks	Too long and wordy – keyword search
Tailor applications for every role	Cut and paste
Be relevant	Forget to do company research





Key  
Take -  
Aways!

Make it **RELEVANT**, make it **CONCISE**, make it **FOCUSED**.



(A **ridiculously short** resume is equally dangerous. Did you do anything besides attend class?)

# Creating Value in your CV

Personal Career Statements

Internships

Accomplishment Stories

# Personal Career Statements

Its not *what* you say its *how* you say it..



# Internships

Wish list

Every experience counts

Talk Accomplishments



Innovate\*





Don't make  
this mistake  
#1

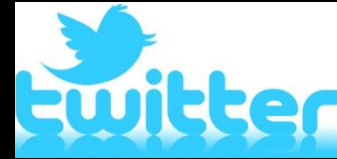
**YOU DON'T GET  
SOCIAL MEDIA**  
(BUT THINK YOU DO).



yourself, and check what's  
coming up in



Instagram



Personal  
Branding

Your smile  
is your logo.

Your personality is  
your business card.

How you leave others  
feeling after an interaction  
becomes your trademark.

JAY DANZIE  
THINKGROWPROSPER



I WON'T BE  
IMPRESSED WITH  
TECHNOLOGY  
UNTIL I CAN  
DOWNLOAD FOOD.

Don't make these mistakes : #2



You didn't look at my website.



You failed to check me out on LinkedIn or Twitter.



You didn't learn my pet peeves:  
make eye contact; learn to hold a conversation; give thoughtful answers to difficult questions.

**OR YOU ARE  
SIMPLY A  
VICTIM OF  
SOME OTHER  
RANDOM  
EVENT OUT  
OF YOUR  
CONTROL.**





**YOU DON'T**  
HAVE A LINKEDIN PROFILE

# How to use your LinkedIn profile as a Job Search Tool

- Create a profile
- Add a photo
- Professional summary
- Keywords and Skills
- Contact Settings
- Links
- Public Profile URL
- Grow your network

# The Origins of the Job Interview



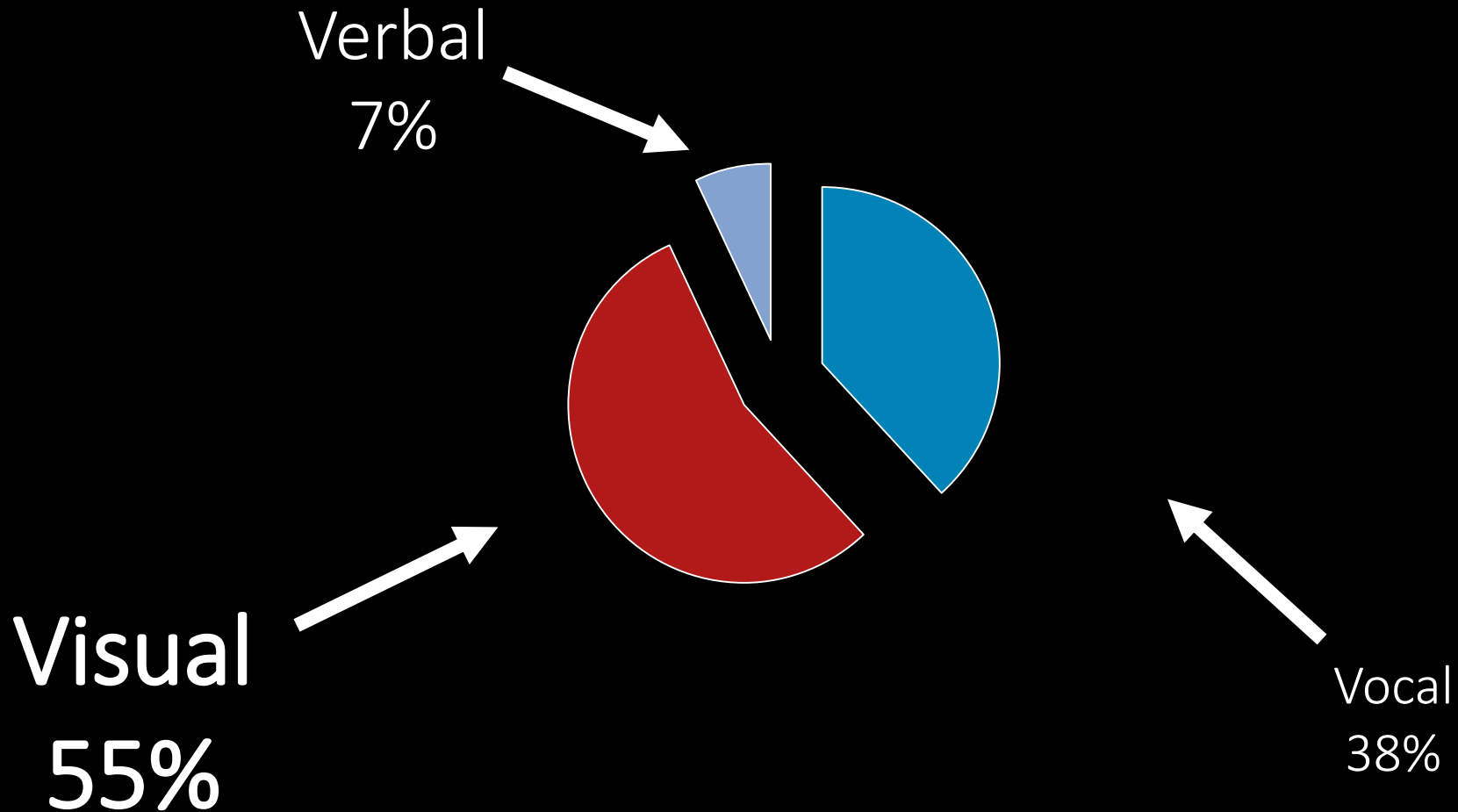
# Making Dynamic First Impressions

I want to know what you'll look like when I take you to see a client.



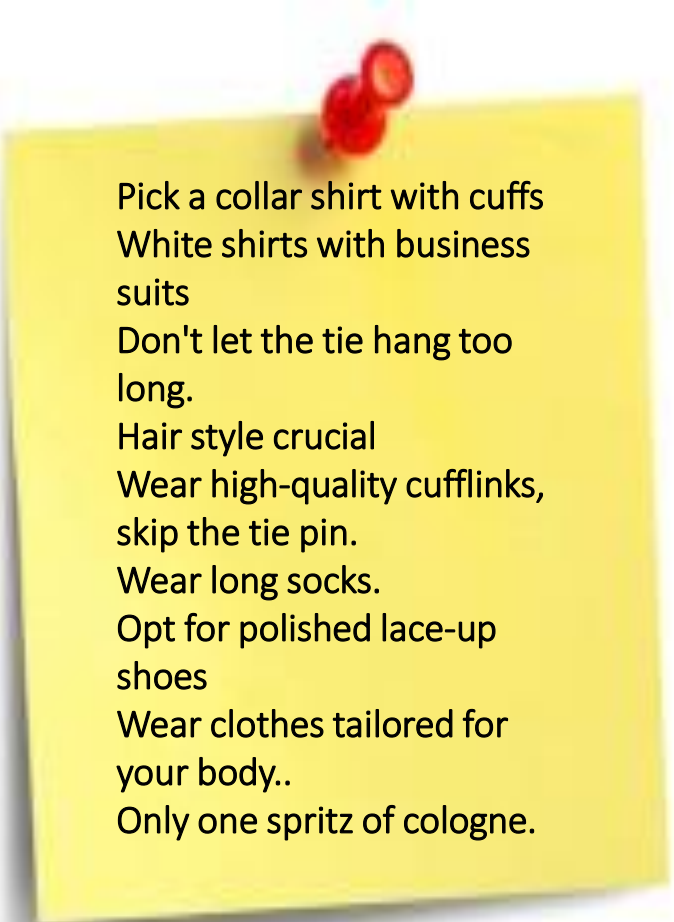


# Relative Impacts of Channels of Delivery



- from research of Albert Mehrabian, *Silent Messages*

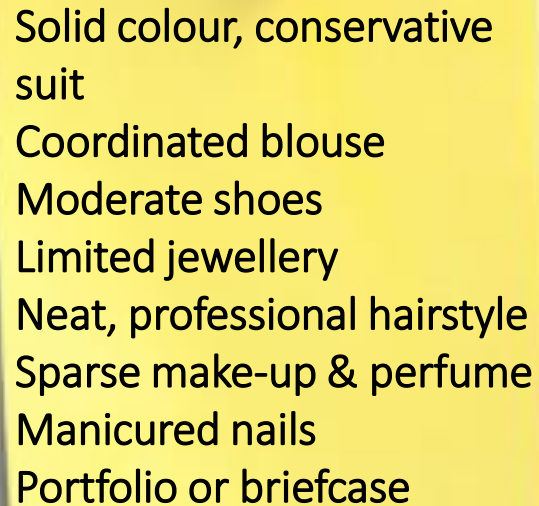
# The Basics - Guys



Pick a collar shirt with cuffs  
White shirts with business suits  
Don't let the tie hang too long.  
Hair style crucial  
Wear high-quality cufflinks, skip the tie pin.  
Wear long socks.  
Opt for polished lace-up shoes  
Wear clothes tailored for your body..  
Only one spritz of cologne.



# The Basics - Girls



- Solid colour, conservative suit
- Coordinated blouse
- Moderate shoes
- Limited jewellery
- Neat, professional hairstyle
- Sparse make-up & perfume
- Manicured nails
- Portfolio or briefcase



# The Interview...

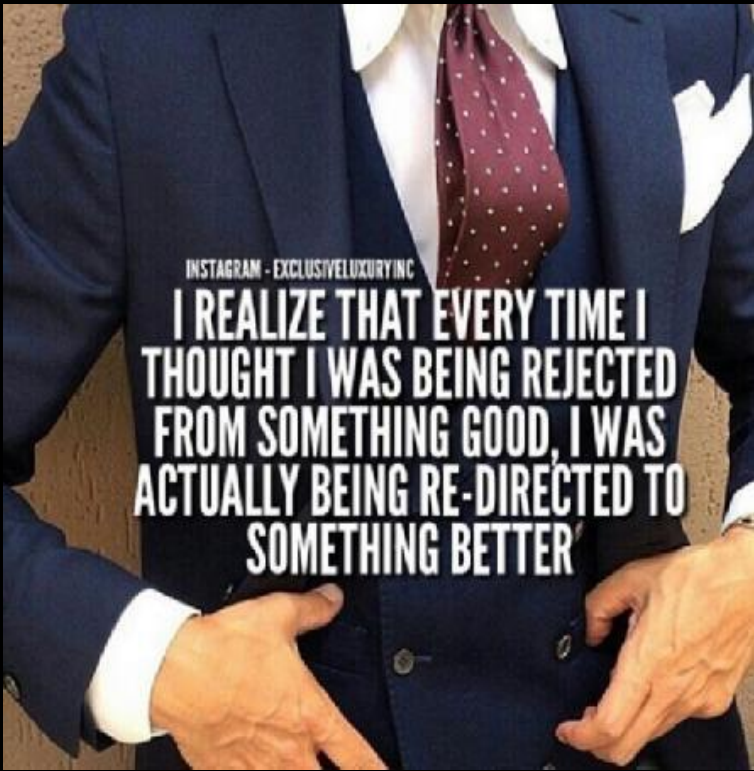


# Most popular interview questions

And how *not* to answer them!



# Sometimes.....



# Body Language



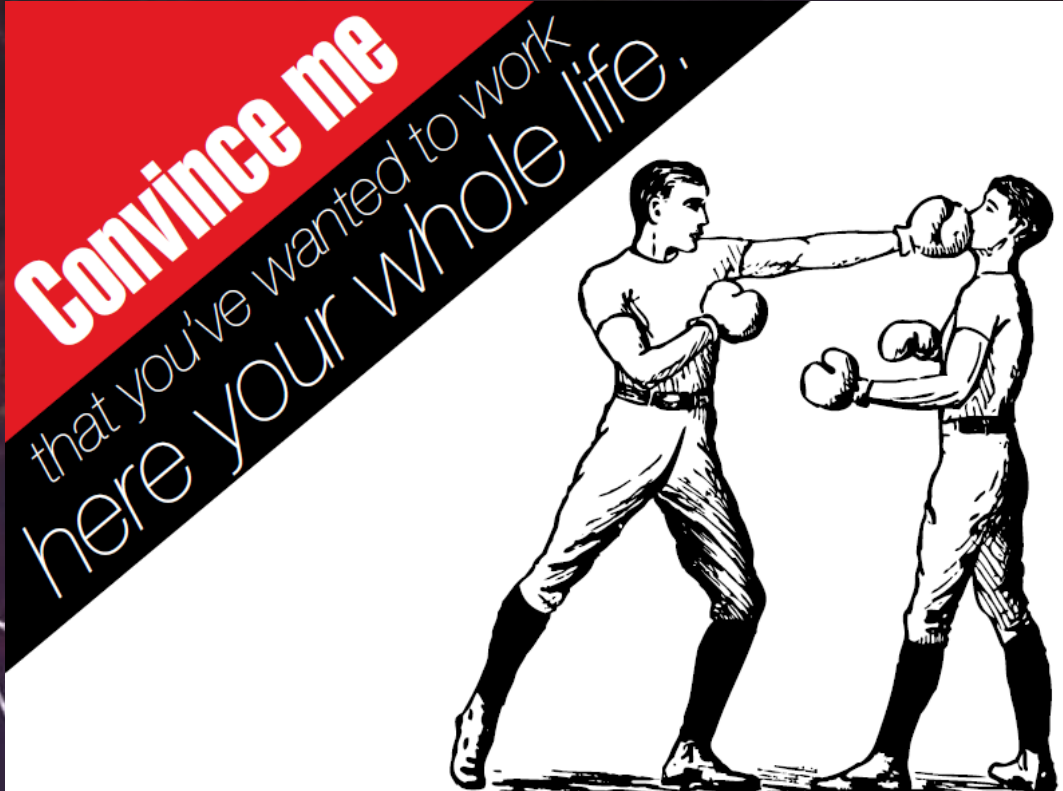
# Body Language 101

- Defensive
  - Cross arms or legs, gesture with arm, hand or finger
- Insecure
  - Biting fingernails, thumb rubbing
- Nervous
  - Sighs, ear tugging, sweating...
- Frustration
  - Wringing hands, sharp exhales, rubbing back of neck..
- Suspicion
  - Stroke the nose, rub the eyes, diagonal stance
- Openness
  - Opened hands, unbuttoned jacket, uncrossed legs
- Reflectiveness
  - Rubbing chin, touching cheek, pinching bridge of nose

It's Not Just What You Say, It's How You Say It...



# The Interview...



# Qualities we look for...



Don't make this  
mistake : #3



# Types of Interview Questions

- ❑ Verification questions
- ❑ Competency & Behavioural questions
- ❑ Situational questions
- ❑ Case interview questions

How to become a S.T.A.R?



# Competency based interview

- **S**ituation

- **T**ask

- **A**ction

- **R**esult

# Be Prepared

- A good interviewer will prepare prior to every interview with specific questions for each candidate...we expect the same from you!!!

What does my company do?

Have you checked out our website?

Do you know who our competitors are?

Do you understand the job your applying for?

Why did you apply to this position?

Where do you see your career developing?

This can make the difference between getting the job or not!

# The Finale Interview...





I will win  
not Immediately  
but Definitely.

ANY  
QUESTIONS  
?

# Luan McArthur-Grill

University Relations Manager – Middle East & Africa

LinkedIn



@Imcarthu

