

## How to prepare effectively for a job interview

# AGENDA

1. The application process
2. Interview objective
3. Phases in the interview
4. Be well prepared
5. Your self-presentation
6. Communication Elements
7. Prepare typical questions
8. Final Words



# 1. THE APPLICATION PROCESS



## Self-profile analysis

### Clarify:

**What are** my strengths and competences?

### What do I want?

Your interests and values are the basis for what you want from your job/employer.

## Labor market check

### Research:

**Which** sectors/employers offer jobs that match your skills, interests and values?

**Which** qualifications do you need for your desired position(s)?

## Application

### Make an offer:

**Via** online profile or via classic. Application with cover letter, CV and attachments:

**Why are you** the perfect match for the desired position?

## Meeting

### Perform:

Online assessment centre or selection test

Telephone or **video-Interview**

Personal interview or assessment centre

## Decision

### Evaluation, acceptance/rejection:

Possibly get to know the team and have a tour around the office.

## 2. INTERVIEW OBJECTIVE

### For the applicant:

#### To **receive a job offer** by convincing ...

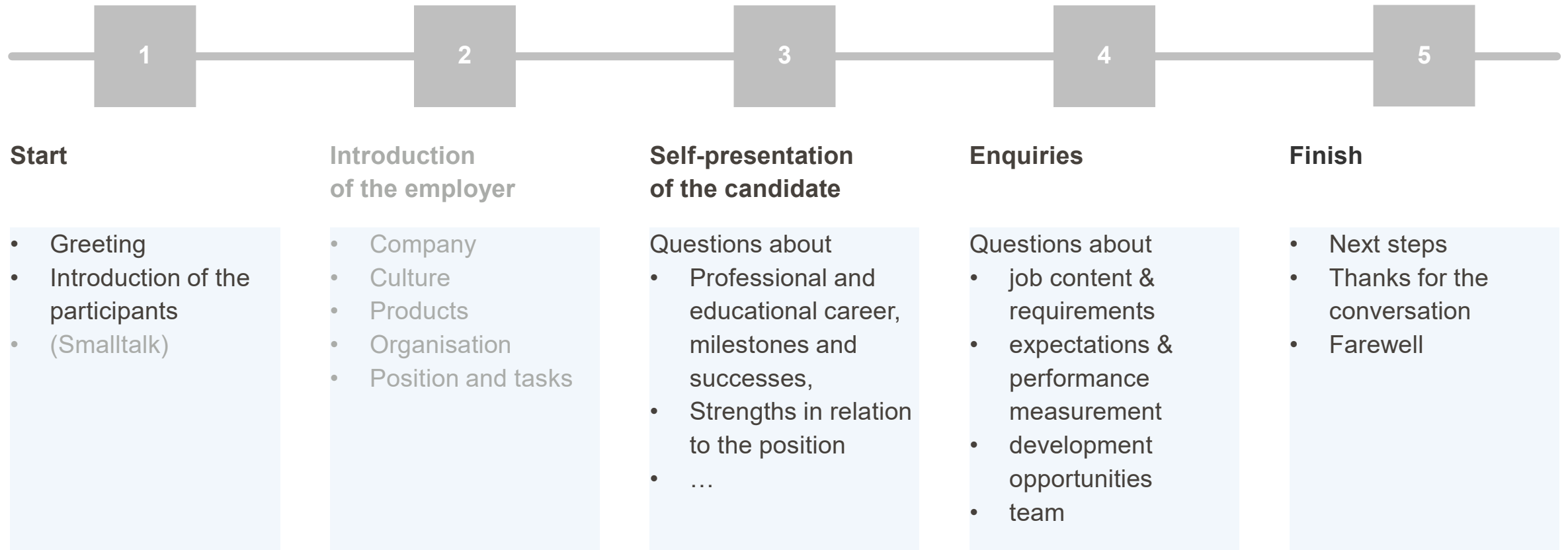
- of his/her personality and values
- of his/her motivation for the job / the company
- that he/she identifies with the product/service the company offers
- why he/she is suitable for the position

### For the company:

#### To **solve a problem** with a candidate who ...

- attaches importance to professional qualifications and personality
- offers practical experience
- fits into the team
- is sympathetic
- matches with formal conditions (salary, starting time, ...)

# 3. PHASES OF THE INTERVIEW



## 4. BE WELL PREPARED!

**Don't just claim that you are interested in the employer. Show them:**

- **Find out more about the company on its website or professional social media platform:**
  - Company size, locations
  - Services/Products
  - Corporate culture/philosophy
  - Team/Department
- **Find a connection:**
  - How do I fit in? What do I find exciting?
  - Why am I applying?



Bild: pexels | Startup Stock Photos

## 4. BE WELL PREPARED!

### Leave a professional impression and ...

- **Check technique**  
Internet connection stable
- **Prepare workplace**  
Neutral Background / ZOOM background  
(not Caribbean island)  
Quiet room  
Switch off or mute mobile phone
- **Respect Dress code**  
Women: blouse and blazer  
Men: shirt and jacket



Bild: pexels | George Milton

# 5. YOUR SELF-PRESENTATION

## **Practice your presentation in advance – on your own or with a friend:**

- Present yourself authentically and convincingly
- Use the language of the company / the interview partner!
- Tell them your success story, which continues in your new job!
- Give them the reasons for your decisions and anticipate critical questions!
- You are the leader of the interview and determine the direction.

## **At the end, give a short summary of your unique selling proposition (USP)!**

This refers to an outstanding feature that clearly distinguishes you from other applicants.



# 5. YOUR SELF-PRESENTATION



## Example structure

- **I am...**
  - Introduction (name, personal data, qualification)
  - Education/study program, highest degree + practical/work experiences
- **I can...** (current successes)
  - Milestones of your (work) life
  - Special skills, certificates, biggest successes
- **I will...** (Match with the job profile)
  - Add value of your strengths, **your USP** and talents, relevant soft skills and network
  - Motivation for the job



## 6. COMMUNICATION ELEMENTS

Three elements of communication

- **Be aware of your language/use of words**
- **Be aware of your body language**
- **Be aware of your tone of voice**

### **Listening!**

- Listen carefully to the communication partner and do not interrupt.
- Take pen and paper if you want to write down keywords to refer to later.

**Show a friendly face and keep eye contact!**



Bild: pexels | Nataliya Vaitkevich

# 7. PREPARE TYPICAL QUESTIONS

## ... about personality

### • Tell Me About Yourself?

- The employer wants to know:  
Who is this person in front of me?
- This is the keyword to start your self-presentation.

### • What Are Your Goals for the Future? Where do you see yourself in 3 or 5 years?

- Think beyond the next step, show that you have the will and the confidence to grow up further.
- **Attention:** The company does not want to hear that you would like to work in another company in 5 years!



Bild: pexels Josh Hild

# 7. PREPARE TYPICAL QUESTIONS

## ... about personality

- **State three strengths and three weaknesses**
  - They want to see if you are self-aware and self confident.
  - How you evaluate yourself and if you are able to react without being confused.
  - Choose one weakness that is not critical for the job and mention how you are working on improving your weakness.
- **What are you proud of? What was your biggest success?**

They want to learn about what you have achieved but also about your values!



Bild: Pixabay | Schäferle

# 7. PREPARE TYPICAL QUESTIONS

## ... on motivation

- **Why do you want to work for our company? What are the reasons, why you are interested in this company?**
  - Do you care about your potential employer and have you done some research about the company?
  - Every company employee likes to hear that "his " company is considered particularly good.
- **What are the reasons why you applied for this job/ internship? Why do you think you are suitable for the job/ internship?**
  - The intention of this question is to better understand your motivation to join the company.
  - What special skills do you offer us? Which tasks fit your profile particularly well?

# 7. PREPARE TYPICAL QUESTIONS

## Special Questions

- Sell me this pencil (or coffee cup)!
- What do you do, when you want to have fun?
- Give me a feedback! Am I successful as an interviewer?
- Tell me about the things your colleagues should learn from you!

## Other types of questions are

- Questions about the CV / qualifications
- Stress questions

Bild: pexels | RobinHiggins



# FINAL WORDS

Applying and presenting is work

Applying and presenting means selling yourself

Good preparation is everything

Positive thinking is the key

Do not forget to breathe!

And smile 😊



**GOOD LUCK!**