

# Interviewing Part I

Techniques to  
“Ace the Interview Process”

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Arapahoe/Douglas  
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Thank you for choosing to  
attend our  
**Interviewing**  
workshop brought to you by  
the Arapahoe/Douglas  
Works! Facilitation team.

We facilitate all our workshops as if they are in a live classroom setting. Please be respectful and mindful of your camera if your video is on.

# Objectives

Understand pre-interview strategies

Describe interview preparation

Demonstrate interview techniques

Recognize the different types of interviews

Post Interview etiquette



# How do you get interviews?



**TARGETING** your resume and cover letter to **EACH** job you apply for

# Pre-Interview Strategies

## Take notes on...

Company name, caller, their title, phone #, email &/or physical address or link

Write down date, location, time  
(check time zone)

Type of interview (phone/video/in person & will it be a 1:1/panel/group)

Ask for names of interviewer(s)

Virtual meeting link or parking location

# Knowing your marketable skills

Identify your **selling points**



List your **top 5 to 10 skills** or unique qualifications

Consider how your skills **relate to each job posting** or your career interests

Be prepared to **share experiences** from past jobs, volunteer work, educational or life

# What are you great at doing?

## PLANNING/ORGANIZATION/COMMUNICATION

Generate ideas, speak effectively, initiate projects, identify problems and offer solutions, make and keep a schedule, persuade, promote, sell products or services



## INTERPERSONAL

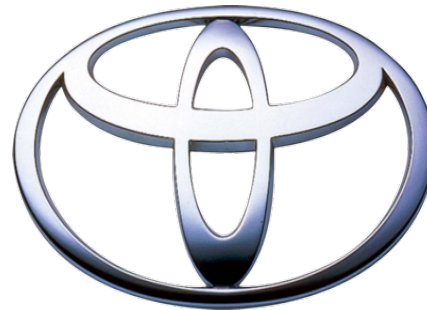
(soft skills/essential skills)

Listen/understand others' feelings, deal with difficult people, accepting of differing opinions, negotiation, facilitation, coaching, or conflict resolution skills

## LEADERSHIP/MANAGEMENT

Take initiative, mediate/negotiate, make decisions, take risks, organize others, supervise/train

# Let's chat about branding





# What is your personal brand?

Your personal brand is how you promote yourself.

It is the unique combination of skills, experience, & personality that you want the world to see in you.

How do you see yourself & how do others see you professionally & personally?

## Branding Activity



Type 3 words in the chat box describing yourself as a professional

# Communication styles

## Nonverbal

### Body language

Facial expressions, eye contact, smile

### Be alive and enthusiastic

Nod in agreement, stay positive,  
gesture warmly

### Relaxed posture

Don't cross arms, sit up straight, lean  
slightly forward

# Communication styles

## Tone

Rate of speech & enunciation

Speak slowly & clearly  
Do not rush or mumble

Pitch & intonation

Express confidence  
Speak naturally  
Use a conversational tone

# Communication styles

## Verbal

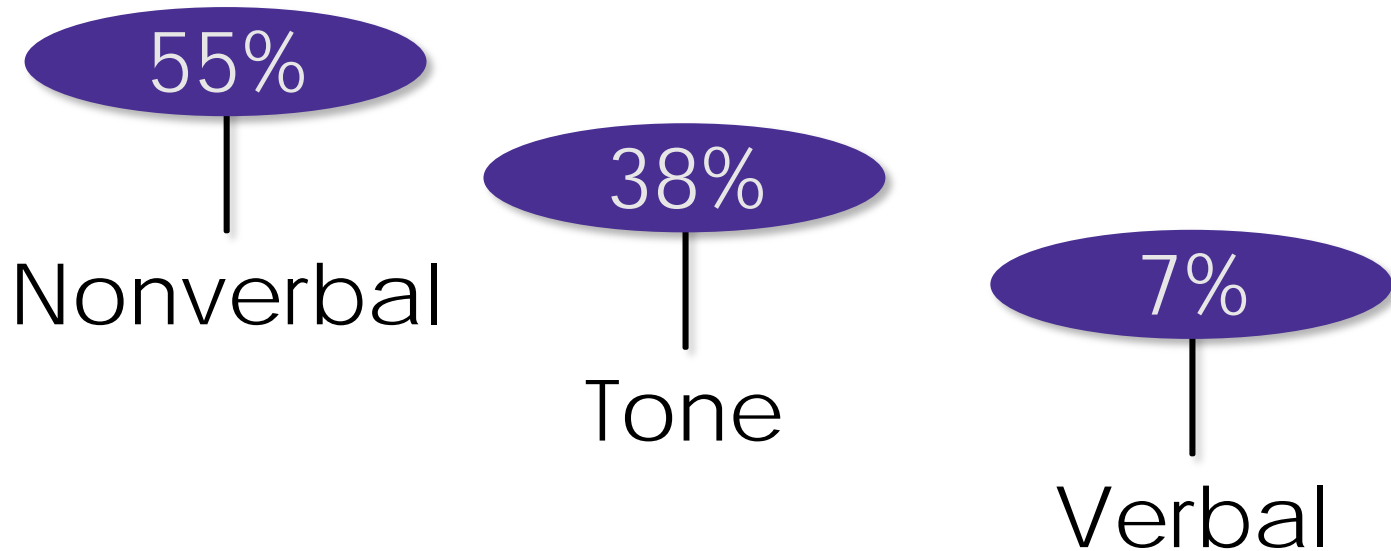
Use strategic words from the job posting

Speak directly to the employer's needs

No rambling or fluff

Avoid slang & inappropriate language

# Communication %



# Interview Preparation



# Choose & research 5+ potential employers or 1 to 2 industries



Research the company, learn about their culture & interview process

Visit their website, social media pages to study their mission, vision, core values & challenges the company faces

# Prepare to Sell Yourself...

## Create an Intro/Elevator Speech

Create a 30 to 60 second introduction speech that shares **who you are**

**Summarize what you do** professionally.  
Mention past experiences & how your successes relate to this employers needs

**What makes you the best candidate** for their job opening?



# Intro/Elevator Template

**Hint:** Model it around your resume...

Hello, my name is (first and last). Most recently I worked at (company name) as a (insert job title). In this position I did A, B & C (name 3 to 5 skills here).

Prior to that I worked for (company name) as a (insert job title) where I did X, Y & Z (name 3 to 5 more skills here).

I'm currently looking to utilize my...

# Sample Intro/Elevator Speech

Hello, my name is Kathleen Weaver. Most recently I worked at Denver Public Library as a library aide. In this position I greeted over 100 customers a day, provided them with resources & coordinated & taught 10 computer classes a week to our patrons.

Prior to that I worked for Microcenter as a Sales Professional where I determined their primary needs, educated 30+ customers on various electronics & sold 10+ phones, 5 televisions & 2 computers a day.

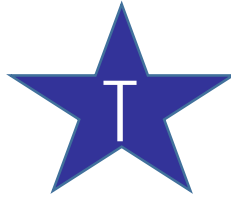
I'm currently looking to utilize my customer service and sales skills to help you grow your business.

# Answer interview questions with the STAR Interview Technique



Describe the **SITUATION** you were in

Highlight  
Company  
Role  
Setting



Describe the **TASK** you had to do

Highlight  
Challenges  
Constraints  
Deadlines



Describe the **ACTION** you took

Highlight  
Teamwork  
Leadership  
Initiative



Describe the **RESULT** of your actions

Highlight  
Achievements  
Reduced Cost  
Increased Profits

# Your answers should...

Be brief & **make connections**

Provide brilliant examples **for each bullet listed** in the job posting, to demonstrate your fit

Reply to interview questions using the **STAR Interview Technique**

# 2 STAR Examples

Share an example of when you used good judgement & logic to solve a problem

**S** - Customer returned an item past its warranty date

**T** - Talked to supervisor about upset customer

**A** - Calmed customer down, met them halfway

**R** - Received returned item & gave store credit

What's your greatest weakness?

**S** – My greatest weakness is public speaking

**T** – Joined a Toastmasters communication club

**A** – I've given 3 presentations & have 7 to go

**R** – My confidence in public speaking has greatly improved

# Before The Interview



Choose an interview outfit 1 or 2 days in advance

Review the job posting, the company's website plus your cover letter & resume

Know the virtual or physical address of the interview

Don't be late – arrive or log in 10 min early

Know what 2 or 3 things you want to be remembered for

# Common Interview Questions

What do you know about our products & services?

Give us an example of how you handled a conflict with a colleague.

What are your greatest strengths/weaknesses?

Tell us about a time when you handled a situation with an angry, difficult or upset client.

What makes you the best candidate for this job?

# Recognizing Interview Styles

Most Interviews have Opening, BEHAVIORAL & Closing questions

typically, a **Phone** interview is first  
then **Video / Virtual**  
finish with **Face-to-Face / In Person**

It could be...

**1-on-1** (traditional)  
with a **Panel** of interviewers  
in a **Group** with multiple candidates

## TYPES OF INTERVIEW





# Phone Interviews

Typically **15 to 20 minutes** & 1 or 2 interviewers

**Initial screening** to learn basic information

**Can you answer their questions** & do they want to take it to the next step?

**Advantages:** Stay in the running, you can refer to websites or review notes (**like an open book test**)

**Challenges:** No visual cues, **tone can be misinterpreted**, good reception, background noise & distractions

# Video/Virtual Interviews

**30+ minutes** with 1 or more interviewers

Dress to impress & **show up early**

**Check your internet connection**, computer audio & webcam & close unnecessary browsers

**Set up in a quiet space**, declutter your background, a natural light source is good

Don't sit too close or too far & **focus on the camera**

Treat your virtual interview **like a conversation**

# Panel Interviews

**30+ minutes** with 3 or more interviewers

Dress the part, (head to toe), **eliminate distractions**, use a neutral background

Read the room & **engage with everyone** (eye contact) or **prioritize the camera**, not the screen

**Test your gear in advance**... computer & audio, (consider good earbuds), play with your light source

If you have notes or stories... **only glance at them**

# Group Interviews

**60+ minutes** with 1 or 2 interviewers

**Presentation about company** & often has a group activity

Multiple interviewees at one time & **questions are usually asked to each candidate**

**Direct competition** with other interviewees

# Prepare 3 to 5 questions to ask the interviewer(s)

Can you describe the training program which new employees receive?

How is your company dealing with changes in the industry?

What do you like most about working for this company?

Can I clarify anything I said or that you read in my resume?

What are the next steps in the process & what is your timeline for making a hiring decision?

# Tough Questions

Know what you will say if you...

have an **odd work history**

were **terminated** from a position

are **over qualified** for the job

have a **criminal background**

you are asked for a **salary range**

# Post Interview Etiquette

Always email or hand write a Thank-you note



Hello (**Interviewer's Name**),

I wanted to take a minute to thank you for your time (**yesterday/Friday, etc...**).

I enjoyed our conversation about (**specific topic you discussed**) & enjoyed learning about the (**Insert Position Title**) position overall.

It sounds like an exciting opportunity, & an opportunity I could succeed & excel in! I'm looking forward to hearing any updates you can share, & don't hesitate to contact me if you have any questions or concerns in the meantime.

Thanks again for the great conversation (**yesterday/Friday, etc...**).  
Best Regards,

(**Your Name**)

# In Review

Understand pre-interview strategies

Describe interview preparation

Demonstrate interview techniques

Recognize the different types  
of interviews

Post Interview etiquette



# **Thank you for attending our workshop today.**

We'd appreciate your feedback. Please click on the link below to access our workshop evaluation.

We especially enjoy your personal comments.

## **Workshop Evaluation, link**

<https://fs8.formsite.com/adworks/Evaluations/index.html>

## **PowerPoint and Handout, link**

<https://www.adworks.org/index.php/job-seekers/online-powerpoint-workshops/>

## **To reach a Career Services Advisor, link**

<https://fs8.formsite.com/adworks/form52/index.html>

# Interview Prep-Activities

1. Prepare & practice an **Intro or Elevator Pitch** for interviews or networking events.
2. Research **3 to 5 companies** that your interested in working for this month.
3. Create **2 STAR Stories** until you have **10+ unique stories** to share in an interview.
4. Register for a **Mock Interview** workshop or practice with a friend.
5. Why wait, **pick out your interview clothes** a few days in advance.
6. Find or prepare 3 to 5 **questions to ask the interviewer**, at the end of the interview.
7. Google “**specific interview questions**” for your job title or industry.
8. Join **2 relevant networking groups** & make **5+ connections** a week on LinkedIn.
9. Set up at least **2 informational interviews** a month (google Informational Interviews)
10. Identify your **top 5 strengths** & prepare to describe yourself in **10 distinctive** words.