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Competing for Opportunity!

Prior to the interview

Prepare your story & Practice telling it

Study your resume and practice walking someone through your experiences and successes, focusing on your highlights.

What makes you **unique**?

Write out the adjectives and descriptors that best capture your uniqueness and strengths & then select the best example from your career that you can share that will highlight those traits.

Craft your answers and reasons for moving (or not moving), why the moves made sense? what skills you gained, and how your experience relates to the role you are interviewing for.

Practice “**Storytelling**” of examples. Have 3-5 of them to speak about. A success story? An initiative you lead? A campaign you wrote about? A client you initially cold called and were able to transition into a relationship? Be able to take someone from point “A” to the “end. “

Be able to answer: Why are you here? Why this? Why now? What do you know about our firm? Why are you looking? Why do you want this?

Practice, Practice, Practice telling your story. Role-play with others. Practice in the mirror.

Read the position description again. Be thorough. Think about how your experience and skills relate to what’s needed in the hire.

Prepare good interview questions.

Research the company and interviewers. Look in your network for connections to them and for colleagues who worked at the company previously. Look for people who can help you prepare, share perspective, and be your advocate/reference.

Get a good night sleep. Show up 5 minutes early.

During the interview

Put your best foot forward and sell yourself. Control and drive everything that you can. Put yourself in the position to have a choice, you want to be one deciding if you accept the role; rather than be turned down.

Your resume gets you in the door, how you perform throughout the interview process gets you the job.

Interviewing is “**theatre in action.**”

Have FUN with it.

Make sure to have engagement and great eye contact, strong hand shake and bring energy and excitement about the opportunity to the meeting.

Come prepared with smart questions.

Take good notes during the meeting to show interest, and also give you something to reference back to in your thank you note.

Be prepared to deal with many different personalities in an interview, some might be negative; stay positive.

Never talk negatively about your present employer or firm.

Put yourself in the position to compete. Sell yourself well. Be confident.

Never end the interview with the answer “No” if asked “do you have any other questions for me?” Always leave yourself one last question to ask.

End the interview with “Thank you for sitting down with me, I’m really excited (for this reason) and hope to be invited back for next steps.”

After the interview

Send smart, thoughtful thank you notes. Use the notes you took during your interview to reference something that brings the interviewer back to your conversation and helps them remember you. Ensure your thank you notes answers these questions: Why are you interested in the role? Why do you think you are a strong candidate?

Reach out to your references and advocates who know the hiring manager/hiring organization and ask them to make calls on your behalf.