

Interviewing: Prepare, Prepare, Prepare

Seminar Goal	Discuss how to prepare for interviews
3 Preparation Areas	<ol style="list-style-type: none">1. Present the content—logical organization2. Present yourself- delivery style3. Connect to the interviewer—ask questions
Your Next Steps	<ul style="list-style-type: none">• Create a booklet of answered questions--formats• Film yourself in a mock interview-business suit
Time	1-2 hours a week in preparation

By Claudyne Wilder

www.wilderpresentations.com

Author of *Point, Click & Wow! The Techniques and Habits of Successful Presenters*

Sign up for my free Presentation Points bulletin.

Key For You as an Interviewee

1. Be enthusiastic
2. Be concise
3. Organize your answers using some of the formats I've provided
4. Speak less rather than go on and on
5. Tape yourself and listen to how you answer
6. What most people dislike listening to is someone who says “uh,” who never pauses and who takes a long time to answer a simple question. The higher you go up in the organization the shorter answers executives want.
7. As you talk, the interviewer is thinking, “Do I want to work with this person?” Be the person he or she would love to talk to every day.

Goal: **First**, list the questions you will be asked. Below are some typical questions. **Second**, create a notebook with your answers organized using these formats. **Third**, practice your answers, tape yourself and listen. **Fourth**, ask yourself after listening, “Would I hire me based on my answers?”

www.collegegrad.com

<http://www.dalecarnegie.com/interviewguidehp/>

Typical questions you will have to answer:

1. Tell me about yourself.
2. Why are you interested in this job?
3. What are some of your accomplishments?
4. What's a weakness you have and how do you overcome it?
5. What is your ideal career?
6. Are you a goal or task oriented person and give me an example?
7. What do you know about our company? And why are you interested?

What type of job are you looking for?
30 Second to 2 Minute Elevator Example

1) Who are you	3) 3 points about my skills	4) Story if time	2) What I'm looking for
<p>My name is Claudyne Wilder.</p> <p>I teach my clients to develop, design and deliver confident, results-oriented presentations.</p>	<ol style="list-style-type: none"> 1. I have an ongoing contract to teach Presenter Skills 15 to 20 times a year for a Fortune 100 international pharmaceutical company. 2. I just redid the investor relations presentation for Grupo Bimbo...second largest baker in the world!! 3. I've taught my workshop in Buenos Aires, Argentina for The Nature Conservancy. 	<p>Buenos Aires</p> <hr/> <p>Why story important to this audience</p> <p>Because of my international experience I can help you create your Emerging Leaders seminar in Asia.</p>	<p>I'm looking for companies and individuals who want their employees to learn to Get to the Message—sooner rather than later.</p> <p>These include: salespeople, executives, project managers, researchers.</p>

What type of job are you looking for?
30 Second to 2 Minute Elevator Example

1) Who are you	3) 3 points about my skills	4) Story if time	2) What I'm looking for
		Why story important to this audience	

**Pitch for a specific job.
30 Second to 2 Minute Elevator Talk**

Who I am and job I want	3 reasons why this job fits my skills	Success story if time	One point about how much I want the job
	<p>Job needs someone who is organized and I've done...</p> <p>Job needs someone who knows about and I studied...</p> <p>Job needs someone who is an excellent communicator and I've done...</p>		<p>I've always wanted to....</p> <p>I see this job as taking me in this direction in my career...</p>

Tell Me about Your Strengths

General Format						
Open	Key Points and Details			Example	Close	Next Steps

The 3 Results My Clients Like About My Work

Open Claudyne Wilder	Key Points and Details			Example	Close	Next Steps
	Save time	Get to the Message training	Slides look professional			
<p>Develop Design Deliver Presentations that Get to the Message.</p> <p>3 results one of my clients liked about my work...</p>	<p>Helped prepare 5 presentations (150 slides) for a Transformational Finance Conference.</p> <p>Organize content. Redo slides.</p>	<p>Everyone said the Finance Conference was a huge success—and was talked about around the company.</p>	<p>Participants said the slides were clear, motivating to look at and very on target with the key messages of the conference.</p>	<p>Spent 5 to 15 hours with each of the presenters.</p>	<p>Clients love that I save them time, help them get to the message in a convincing manner with slides that look professional.</p>	<p>Here's how I could make a difference in your company...</p>

FORMAT: Strategy Recommendation

1. Objective		
2. Present Situation		
3. Desired Outcome		
4. Potential Strategies	Advantages	Disadvantages
Strategy 1		
Strategy 2		
Strategy 3		
5. Recommended Strategies		
6. Next Steps		

FORMAT: Convince People of a Problem

Present Situation with x and the problems	Advantages after solved	Solution recommended	Requirements for solution to work:	Key benefits in a year:
Areas impacted:	Who benefits:	Steps needed to implement Solution:	People time:	People involved:
Time wasted:	Time saved:		Costs:	Department:
Issues created:	Inaccuracies corrected:			Organization as a whole:

Telling a Success Story: Claudyne Example

Opening

Let me give you an example of coaching one client.

Client with a problem/issue

His boss said he did not present his points well and he was monotone.

Why problem is important

He is selling the product to sales people who will go sell it to the users of the product.

How solved it

We worked together for a total of about eight hours. First, we identified the key messages of the talk. Second, we created the slides. Third, the designer redid the slides. Fourth, he practiced out loud.

Benefits for client

Client said that the sales people kept asking him questions after his talk and that had never happened before. He could not get out of the room.

Referral looking for

One-on-one presentation and communication coaching or group “Get To the Message” presentation workshops. Companies that want to enhance their company and customer conferences.

Telling a Success Story

Opening

Client with a problem/issue

Why problem is important

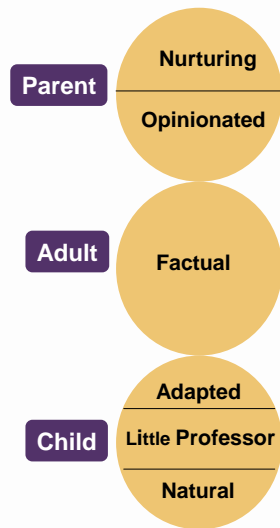
How solved it

Benefits for client

Referral looking for

Transactional Analysis: Parent, Adult and Child

Your behaviors influence your audience's responses



- Audience experiences the state you communicate by your...
 - Voice tone
 - Word choice
 - Body language
 - Slide designs
 - Non-verbal cues
- **Goal:** communicate with your audience in the manner that you reach your presentation's objective

Book to read: ***Born to Win***
by Dorothy Jongeward

Biography

1. Wilder Presentations: www.wilderpresentations.com

Book: *Point, Click & Wow! The Habits and Techniques of Successful Presenters* by Claudyne Wilder (Amazon)

CD: *Presentations in a Hurry: 26 Formats That Persuade* by Claudyne Wilder and Jennifer Rotondo. A series of professionally designed presentation “shells” covering 26 of the most common presentation scenarios—for instance, share information, technical topic and teach skills. (www.wilderpresentations.com)

E-newsletter: The Presentations Points Bulletin, a free monthly e-newsletter. Sign up at www.wilderpresentations.com

2. Channel Nervousness Books

Born to Win by Dorothy Jongeward (Amazon)

Introduction to the Internal Family Systems by Robert Schwartz-- <http://www.selfleadership.org/store>

