Understanding how you stand out

4 DECEMBER 2015
What employers look for in an interview

What brought you to them? - why did you apply
What do you have to offer? - what solutions do you have for their problems
How well do you understand them? - have you matched yourself to them
Who are you? - will you fit in, what will you add
Why you? - how do you stand out from the others
What will it take to hire you? - how will they reward and motivate you
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Need to understand your key messages – what to highlight and why
Exercise

Pick out subjects/areas you know about
Can use the contents of your CV
List a few (6-10) on the form
Rate you them in terms of your Expertise and Enthusiasm
Plot them on the grid

1. Subjects you expert in and enthusiastic about
2. Subjects you are enthusiastic about but don’t have much expertise
3. Subjects don’t care about but have plenty of expertise
4. Subjects you should avoid

Low  | High
---   |---
1     | 6
2     | 5
3     | 4
4     | 3
5     | 2
6     | 1

Low  | High
---   |---
1     | 6
2     | 5
3     | 4
4     | 3
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6     | 1

Enthusiasm
Focus on your top subject areas

Concentrate on box 1 in the top right
- Subjects you expert in and enthusiastic about

Can also include ones from box 2
- Subjects you are enthusiastic about but don’t have as much expertise

Develop and practice your stories that show your expertise and convey your enthusiasm
- Could use the Experience Worksheet (STAR) or Experience Worksheet (Competency)

Concentrate on these areas in applications and interview answers
- They will answer the “Why you?” question
- Show how do you stand out from the others
- They capture some of what makes you unique