

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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| 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 keep you ? | - how will they reward and motivate you |

Need to understand your key messages – what to highlight and why

Exercise

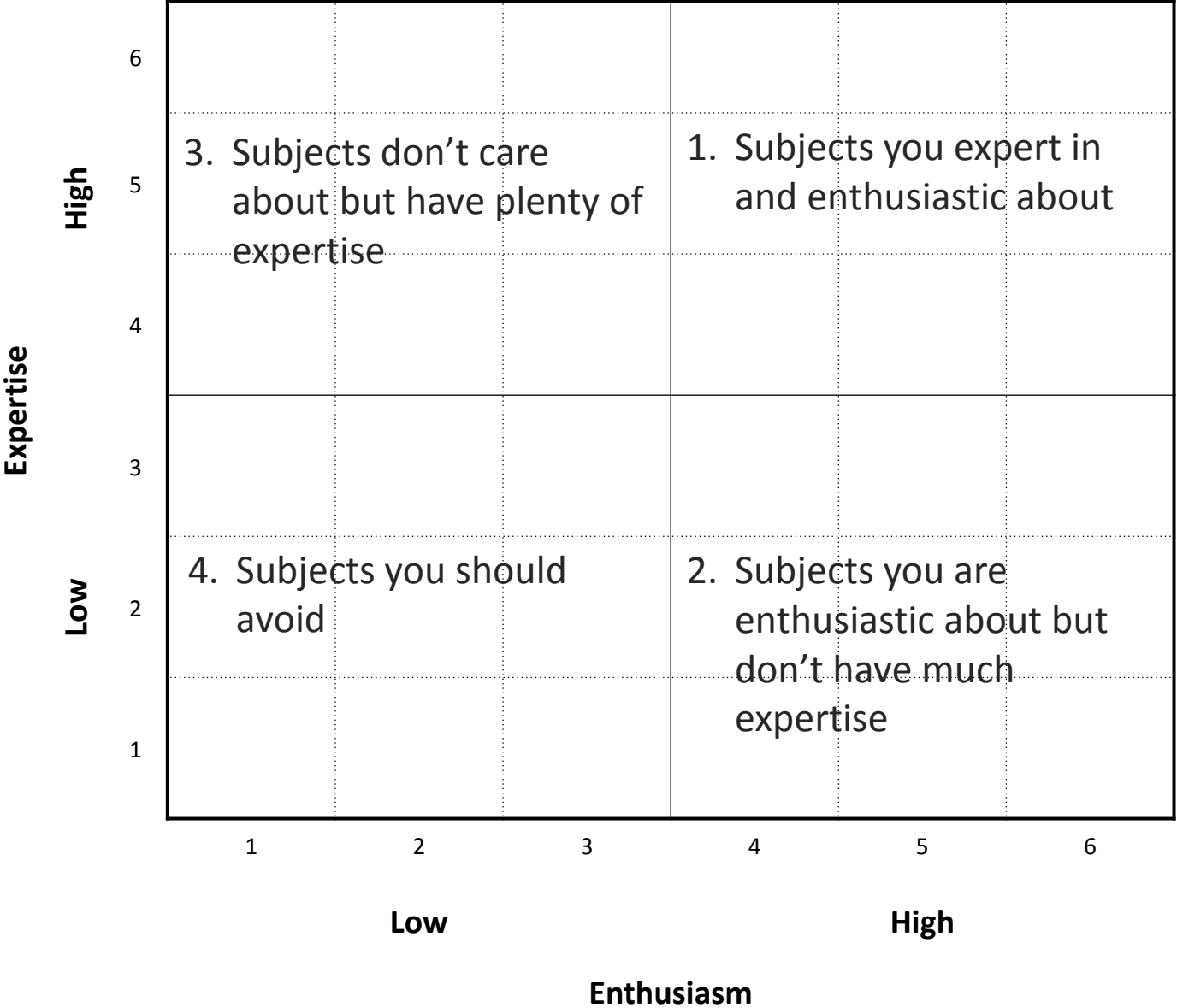
Pick out subjects/areas you know about

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



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