

## SUMMARY

- 1 Tell the interviewer 3 key business points about you. Include these points in your resume.
- 2 Amount of talking between you and interviewer should be about 50/50. Frequent back and forth is best.
- 3 The style of your talk can be more important than your words. Find out the interviewer's style in advance.

## STYLE

1. **DIRECT**  
Answer their question first. Don't tell a story first. The interviewer wants an answer, not a story, initially. If they signal for more information, then give the story.
2. **SUCCINCT**  
You might have answered their question in the first 10 seconds. Let them respond or ask them if they want more information. This also creates a more frequent back & forth exchange.
3. **CANDID**  
Don't volunteer negative information. However, if they ask questions about your weaknesses or failures, give truthful and substantive answers. This shows honesty, courage and transparency. Weaknesses and failures are also often situational, and revealing these can emotionally connect you to the interviewer.
4. **SPECIFIC**  
For "How.....?" type questions, think STAR. State the Situation needing your action, the Task to be done, the Actions you did, and the Results you achieved. Do this within 2 minutes.
5. **HUMBLE**  
Give others the appropriate amount of credit but don't minimize your involvement.
6. **POSITIVE**  
Try to demonstrate your positive attitude not just in your words but by having enthusiasm in your voice and energy and confidence in your body language.
7. **NON CRITICAL**  
Never criticize former employees or employers as well as other areas of your life.
8. **HELPFUL**  
Help the interviewer. Ask, "You look like my answer was confusing." "What else can I explain that might be clearer....." Thoughtful questions reveal some of your EQ such as perception, empathy, in addition to your preparation.
9. **PLEASURABLE**  
If an interviewer really enjoyed your interview, you've achieved a rare feat. To do this, research this person and their style extensively prior to the meeting. Then Listen, Observe, and Present in the interview so your styles mesh and positive emotional connections can be formed between the two of you.