

Interviewing in 2019

Randy Block

www.randyblock.com

randy@randyblock.com

What we will cover

- ⦿ Setting the table
- ⦿ Preparation
- ⦿ Phone screen reinvented
- ⦿ The face to face interview
- ⦿ Follow up

Welcome to the Digital World

🎬 News

🎬 Politics

🎬 Entertainment

🎬 Warfare

🎬 Social interaction

🎬 Retail

🎬 Telecommunications

🎬 Manufacturing

🎬 **Your personality**

The Digital You

- ⦿ LinkedIn
- ⦿ Facebook
- ⦿ Twitter
- ⦿ Use of the Internet (e.g., e-profile)
- ⦿ Consumer
- ⦿ Communicating with another generation

Your Technical Chops

Staying Relevant

- ⊗ Be an end user - use relevant social media (Facebook, Twitter, LinkedIn etc.)
- ⊗ Know the ROI - more platforms are being used in acquisitions and other key business decisions
- ⊗ Demonstrate your knowledge – new vocabularies with essential concepts
- ⊗ Learn technical skills – basic programming
- ⊗ Anticipate trends – the post PC era impacts you and your job.

From an HBR article *Technological Know-How Now a Requirement* by Daniel Gulati 3/29/12

Common Interviewing Myths In the Mind Of The Hiring Manager

- ⊗ “I just know he/she is the right candidate”
- ⊗ “I gather a lot of information”
- ⊗ “First impression matters most”
- ⊗ “Interviews are easy to do”

Common Interviewing Myths In the Mind Of The Candidate

- ⊙ The interviewer is prepared
- ⊙ There is a right answer to every question
- ⊙ Invite to an interview = there is a job
- ⊙ The most qualified candidate gets the job

Common Mistakes – The Candidate

Talk too much	Trashing former bosses and employers and employers
Overconfident	Failure to listen actively and be fully present
Arrive too early early	Appearing desperate
Excessive anxiety	Inability to connect skills with employers needs

The Video Phone Screen

Prep #1 A/V

- ⦿ Get an HD webcam (excellent audio and video)
- ⦿ Have a web/Skype ready headset
- ⦿ Get a Skype phone number (annotate throughout your job search tools – business cards, LinkedIn, resume, etc.)

Preparation #2 A/V

- ⦿ Lighting: be sure your face is adequately lit
- ⦿ Become familiar with your own equipment (frame your shot)
- ⦿ Background: simple (not busy)
- ⦿ Dress up (no white or busy colors)
- ⦿ Control your environment (no kids, pets etc.) *must* be quiet
- ⦿ Look at the camera!!
- ⦿ Rehearse with someone who has a webcam set up

The Initial Phone Attempt For The Hard Skills Screen

- ⊗ Always a bad time
- ⊗ Reset for the next business day (appointment)
- ⊗ Name and title of screener
- ⊗ Request a written job description
- ⊗ Type of call (Skype video?)

Job Description Review

- ⊗ Job duties and responsibilities
- ⊗ Focus on candidate skills and knowledge
- ⊗ Score yourself on the “required” qualifications
 1. Scale from 1 to 10 (7 = failing; a 10 is direct experience *and* achievements *and* knowledge)
 2. Soft skills – need a solid example
 3. Quick study example/story
- ⊗ The “preferred” or “desirable” - the weakness question

Addressing the \$\$ Question

- ⊙ These are all the same question:
 1. *How much are you looking for?*
 2. *What was your last salary?*
 3. *How much were you making at XYZ Company?*

- ⊙ Recommended 3 responses (in series)
 1. What is the compensation range for this position?
 2. If a great fit for us both, no problem with the comp.
 3. The minimum I would consider is \$_____

During the *You TV Show*

- ⊗ Set up disconnect contingency
- ⊗ Look at the camera – not your monitor
- ⊗ Don't fidget
- ⊗ Sit on your hands
- ⊗ No distractions
- ⊗ If delay, ask the interviewer to repeat question
- ⊗ What are next steps? (you – next time)

Preparation For The Face to Face Interview

From telephone screen you should obtain:

1. What constitutes the screening process
2. A copy of the job description
3. The names of screening team members
4. How much time allotted for each meeting (30 minutes and 45 minutes +)
5. The knowledge of how will the hiring decision be made.
6. What questions would you ask you?

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Relevancy evaluation

Technical/ Hard Skills

SENIOR DIRECTOR OF PROGRAM MANAGEMENT

- ❁ REQUIRED:5-10 YEARS PRODUCT/PROJECT/PROGRAM MANAGEMENT EXPERIENCE IN A TECHNOLOGY ORGANIZATION FOR ENTERTAINMENT FOCUSED WEB DEVELOPMENT 8/10
- ❁ MUST HAVE BASIC HTML SKILLS AND HAVE A DEEP UNDERSTANDING OF WEB TECHNOLOGIES AND WEB DEVELOPMENT PROCESS. 6/10
- ❁ SIGNIFICANT EXPERIENCE WITH INFORMATION ARCHITECTURE 8/10
- ❁ CREATING WIRE FRAMES AND SITE MAPS; STRONG AESTHETIC SENSE IS IMPORTANT. 7/10

Relevancy evaluation

Soft Skills

Required:

- ⊗ Impeccable project management skills. **10/10**
- ⊗ Strong analytical, creative and critical thinking skills to identify problems and develop innovative solutions. **10/10**
- ⊗ Ability to quickly produce definitive cost/benefit analysis and recommendations. **10/10**
- ⊗ Strong interpersonal skills a must. **10/10**
- ⊗ Analytically focused, but also a creative thinker who puts user first. **10/10**

Randy's Rules of Interviewing

Part 1

- ⊗ Never volunteer information
- ⊗ **Relevancy** to the needs— nothing else matters
- ⊗ The importance of being fully present
- ⊗ Miscommunication is always the fault of the sender
- ⊗ Having the right answer is not enough (delivery!!)

Part 2

- ⦿ All stories are less than 3 minutes
- ⦿ Your top priority in an interview? *Determine the fit*
- ⦿ Be authentic – but don't get defensive

The 3 Basic Interviewing Questions

1. Can you do the job? (technical/hard skills**)
2. Do you have a passion for doing the job?
3. Will we like you doing the job?

In the 90's, the weight was 50-10-40

*In 2014, it's closer **to 20-30-50***

Gadgets: Face to Face Interview

- ⊗ Mobile phones, notebooks and laptops

Keep them turned off!!

- ⊗ The exceptions (all relevant) are:
 - ⊗ Documents that illustrate your relevancy (articles, references, key contact list)
 - ⊗ SAR examples
 - ⊗ Note taking

Your Interview Kit

- ⦿ 2 to 3 unfolded copies of your *resume*
- ⦿ Any notes about the company
- ⦿ Directions to the interview venue
- ⦿ The phone number of the initial person
- ⦿ Your list of questions (about 10) written out **

** Great reference:

The 301 Best Questions For You To Ask In Your Interview
By John Kador (second edition)

The Interview (General)

⊙ Don'ts

Don't look at your watch

Don't look down

Don't stare

Don't try to take control

Don't hurry movement

Don't fold your arms

Don't tell a joke

⊙ Do's

Do make eye to eye contact

Do use good posture

Become an active listener

Get the business card

The face to face --the first 5 minutes

- ⊙ Don't sit down until invited
- ⊙ Give a firm handshake
- ⊙ Ice breaker tactic
- ⊙ The advantages of accepting a beverage (the 2 exceptions)
 1. Prop
 2. Dry mouth
 3. Expend energy
 4. Accepts their hospitality

The Interview--The Middle

- ⊗ The usual monologue (should be about 5 minutes)
- ⊗ Can be a time for dialogue vs. a grilling
- ⊗ Focus on relevancy: Answers align for the fit – their needs and your pertinent skills)
- ⊗ OK to clarify questions
- ⊗ The “check in” response
- ⊗ The response when you haven't a clue
- ⊗ Give them what they ask for no more no less

“What Questions Do You Have For Me?”

- ⊙ *How much time do we have?*
- ⊙ What does success look like in 6 months?
- ⊙ *And/or **you can ask for the order...**)*

The Interview--The last 5 minutes

- ⊗ If you believe you are a fit, *say so!!*
- ⊗ **“I am very confident that I would be successful in this position, do you have any concerns?”**
- ⊗ Only 3 responses: “Yes”, “no” or “I don’t know”

Do you have any concerns?

Yes

1. Quantitative – 2 or more? Not a fit -- ask for networking leads inside and outside
2. Qualitative – rare but have a story that rebuts

No

1. What are next steps?
2. When will the arrangements be made?
3. Who will be making them?

Inconclusive

- ⊗ Follow up phone appointment

Trust your gut during the interview

- ⊗ Nervousness OK (gone after first 5 minutes)
- ⊗ Anxiety never there
- ⊗ Did you mostly enjoy the time in the interview?
- ⊗ Did you like them?

Interview Follow Up The Thank You Note

1. Outline challenges and issues
2. Thank them for their time
3. Summarize your relevancy
4. Reiterate your interest in the position

Send *both* snail mail and email (or drop off in person)

Thoughts and Musings

- ⊗ The old career ladder is dead
- ⊗ You are a business of one and totally accountable
- ⊗ If the 1967 movie *The Graduate* was remade today, the one word would be “*Relevancy*” (*WIIFM*)
- ⊗ Today there are no “do overs” for anyone.
- ⊗ We live in a tactical world
- ⊗ Your technical skills are now a requirement
- ⊗ Domain expertise and mobility critical