

PREPARING FOR INTERVIEW

PREPARATION IS THE FIRST STEP TO SUCCESS:

STEP1: CONDUCT EMPLOYER AND MARKET RESEARCH

Research will allow you to understand the company better and give you the confidence during the interview to ask informed and relevant questions. Organisations may also ask you questions too see how much you know about the industry and their business.

With modern technology such as the internet, there are no excuses for not being able to find out the relevant information on your prospective employer. You can visit the company website and online newspapers to get up to date information on both the organisation and the industry.

Fill out the worksheet below as a start to your research:

What does the company do?

What is their main activity?

What is the company's financial state – are they expanding or downsizing?

Who are their major competitors?

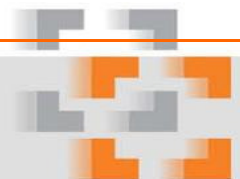
What skills they are looking for, such as education or previous experience?

What you can offer them?

What has happened in the industry in the last year?

Has the organisation been in the press recently?

What trade associations or institutes are they a member off? What do those associations say about trends or issues in the industry?



STEP 2: BE PREPARED TO MAKE A GOOD FIRST IMPRESSION

You only get one chance to make a good first impression. It's the small things like presentation and being on time that have a large impact.

Go through the checklist below to make sure you are well prepared:

Who are you meeting with – name and title?

Where is the office/building and how are you going to get there. (Bring the details with you)

Plan your trip to ensure you arrive at least 10 minutes early.

Have you packed a spare CV, pen and notepad?

Have you studied the job specification again and matched it to your skills?

Set out an outfit to wear. Wear a smart but comfortable suit if appropriate.

Be courteous to everyone from the moment you enter the building.

Always smile and look your interviewers in the eye.

