

Interview Preparation

Understand the role

Revise the role and job spec, and understand the **essential elements** of the role requirements, including identifying the skills and experience the employer is looking for. Ask yourself **why** it is that you are applying for this opportunity.

Do your research

Research the company (website, recent news, future trends, social media, key information, financial reports and competitors), the interviewer, and the interview process. This ensures that you are **prepared** for all elements.

Review your CV

What is it about your experience that's good for this role? Ensure you're **prepared** for all questions, including any problematic areas (e.g. reason for leaving previous employer) and your career history, highlighting key achievements and strengths.

Don't forget to prep

It is crucial to **plan ahead** with interviews. It is not just about what you say, but the tonality, body language and the articulation of your answers. Preparation also includes smart attire to mirror your environment. Also, plan your journey accordingly, ensuring you are a minimum of 15 mins early.

Think about smart questions

Impress your prospective employer - show that you're keen to learn and succeed with them by asking **smart questions** about the company, role and where you would sit in the team. These can include: "How do you measure performance?" and "How does this role fit into the team structure?"

