



Effective Interviewing Skills: Creating a Lasting Impression

Stephanie Barrett, RN, BSN, OCN
National Director
IQVIA

Disclosures

- Stephanie Barrett RN,BSN,OCN has no disclosures

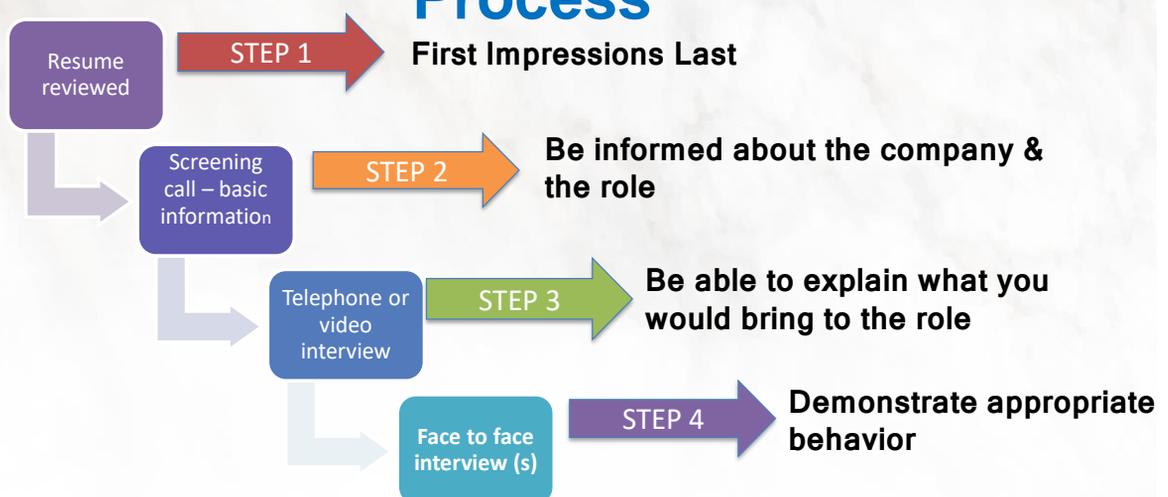
Effective Interviewing Skills: Creating a Lasting Impression

- Behind the scenes of the interview
- The importance of a resume
- Interview preparation
- Interview etiquette
- Behavioral based interviewing
- Salary discussions
- How not to get hired
- Closing the interview and follow up

Why do employers interview?

You have **one hour** to give your future employer confidence that you can perform the required job duties.

Behind the Scenes – The Interview Process





The Importance of the Resume

The first step in the interview process

- ✓ Peaks the interest of the hiring manager
- ✓ Highlights your career experiences with **Past IMPACT**
- ✓ Reflects your attention to detail and your written communication abilities

*Your resume is **YOUR** marketing tool and will differentiate yourself from other applicants. It's the **future employer's first impression.***

Creating an Impactful Resume

- Communicate IMPACT on the current and past jobs
 - Use creative and descriptive action verbs
 - Identified; Created; Motivated; Partnered, Streamlined, Innovated
- Quantify your experience
 - *Identified over 1000 newly diagnosed breast cancer patients*
- Tailor your resume to the position – more than one resume
- Hire a professional resume writer
 - LinkedIn – \$150.00 – \$250.00

The PURPOSE of a resume:
to catch the eye of the hiring manager in order to receive an invitation to interview

Customize your Resume

Job Qualifications

- High level of administrative and computer skills with the ability to create and produce **reports and materials** as needed
- **Intellectual ability** – conceptual, analytical, creative
- **Results orientation** – a commitment to success
- Excellent interpersonal skills
- Maturity – open and responsible when dealing with people and situations
- Ability to manage multiple tasks and frequent change
- Excellent **presentation** skills
- Strong **professional** presence

Bring examples

Be prepared to give examples

Highlight on your resume

Ask if you will be presenting at the interview

Dress for success

Preparing for the Interview

Pre-Interview

- **Research**
 - The company or institution
 - The culture and mission statement
 - The role - Talk to someone with recent experience in the position
- **Consider your personal appearance**
 - Go Shopping
- **Interview Questions**
 - Practice answers

Interview Day

- **Bring to the interview:**
 - **Copies of your resume**
 - Research Notes
 - Questions - Develop questions about the role and areas of uncertainty
 - Work Samples – copies that you can leave with the interviewer
 - Reference List

Interview Attire – Does it matter?



Invest in yourself!

Wear this

- Professional attire to include a jacket; preferably a dark color
- Clothes that do not need to be adjusted when sitting or standing
- Conservative jewelry, make up and little or no perfume
- Manicured nails
- Professional shoes



Not that

- Clothes that are too tight or too short
- Unprofessional shoes
- Ear buds/blue tooth
- Casual clothing or clothing that would fit in well at a luncheon
- Night club makeup
- Unkept nails and hair



Job Interview Etiquette

- Be **EARLY** and know where you are going
- Shake hands well with excellent eye contact
- Be an active listener
- Body language is important
- No gum, no cell phones, no object not related directly to the interview



Answering Interview Questions – Its all about YOU

Be able to answer:

- Tell me about yourself
 - Highlight the parts of your resume you are proud of & be enthusiastic
- Why are you leaving your current role?
 - Be honest but not negative
- Why do you want to work here?
 - Know what attracted you to this company
- Why should I hire you?
 - Sell yourself!!!



Answering Questions – Its all about ME

Situation – Describe the Situation

Task – What did you implement/change to address the situation

Actions – activity to address the situation

Results – The outcome/end results

- Give me an example of a time ...
- Tell me about a difficult
- What is the most challenging ...
- Explain to me how you prioritize...
- You've told me that you love education – give me an example of how you have invested in your own learning....

The Interview Close



Clarify any unanswered questions

- ✓ **Stay positive and enthusiastic**
- ✓ **Is there any reason why you would not hire me?**



Reinforce your interest in the role

- ✓ **When should you expect to hear from the company**
- ✓ **Ask for a business card if it has not been given**

Salary Discussions

- Honestly answer questions regarding personal requirements for the future opportunity
- Do not forget benefits unique to your organization
 - Bonus
 - Vacation time
 - Education days
- Be realistic
 - Experience
 - Degree
 - Current salary vs requested salary
- Research the industry average
 - Glassdoor.com
 - Salaryexpert.com
 - Occupational Outlook Handbook (*Fed. Bureau of Labor and Stats*)



"I'd consider it a personal favor if you'd start me off with an enormous salary."

Top reasons why people don't get hired

1. Poor follow up
2. Overly ambitious/arrogant
3. Poor understanding of the role
4. Failure to communicate clearly, concisely and in a compelling way
5. Not differentiating self from other candidates
6. Unable to follow directions in the application process
7. Presented self unprofessionally
8. References did not support you

Deal Breakers



- Lack of preparation
- Appearing Non-Committal
- Poor Communication
- Unprofessional Behavior
 - Answering a call or a text
 - Bringing a family member to the interview - 8% of new grads bring parents
- Becoming too personal

Follow up



DO:

- ✓ Write a follow up email
- ✓ Thank them for the opportunity to interview
- ✓ Reinforce your excitement

DO NOT:

- ✓ Write more than a paragraph
- ✓ Try to re-answer questions
- ✓ Add personal information

Questions?

**You're
HIRED!**



References

- Barriers to getting hired <https://careers.workopolis.com/advice/the-number-one-reason-why-people-dont-get-hired/>
- Importance of a resume <http://careerminer.infomine.com/why-it-is-so-important-to-have-a-good-resume/>
- Parents to an interview <http://www.youtern.com/thesavvyintern/index.php/2013/10/17/would-you-bring-a-parent-to-job-interview/>
- Preparing for an interview <https://www.wikihow.com/Prepare-for-a-Job-Interview>
- Salary Negotiations retrieved from www.best-job-interview.com/salary-negotiations.html
- Salary Negotiations www.salaryexpert.com
- Ten things to bring to an interview and five things you should leave behind <https://www.monster.com/career-advice/article/what-to-bring-to-interview>