

5. PREPPING FOR INTERVIEW...

You've managed to land yourself an interview. This is your opportunity to shine, to stand out from the crowd and land the job.

Put yourself in the shoes of the interviewer – if you were them what would you want to know? It's so worth putting aside some time to work on being prepared. Think about your responses to the stuff you might be asked. Practice your responses while looking in a mirror – how do you come across? Keep practicing – especially if you're feeling nervous or apprehensive, if you 'know your stuff' it will really help and take away the fear of the unknown. Keep it natural though.

Big important fact:

Interviewers are only people. They are no better or worse than you are. They were once in your position and probably felt as unsure as you do.

The most important thing to remember is: be yourself. On that note you might want to make sure your privacy settings on any social media sites are OK so that if a prospective employer decides to search you on the Internet (yes some do that), they don't find anything you'd rather they didn't see.



When joining a new company or new department in your existing one, cultural fit is important. You'll need to be able to relate and align with the values of the place you're joining.

When you're prepping for the interview think about how your personality can shine through.

Many job seekers ask "But what if they don't like me?" Well that's fine, if you're not right for the role or organisation then the role or organisation are probably not right for you either so congratulate yourself on having had a lucky escape and move on. You might need to kiss a few proverbial frogs before you discover the prince or princess of jobs.

Remember why you are attending the interview; plan accordingly so you can present yourself in the best light. Find out about the organisation and its culture, the role you are applying for and the person(s) who will be interviewing you. You don't need to relay all of this information in the session, it will make you feel more confident and informed, though. As well as the company website, put the interviewer's name into a search engine and also check them out on LinkedIn and Twitter. If you can find something you have in common that

will help you build rapport with this person – make sure you get your facts right though. If in doubt, don't use the information.

Plan what you're going to wear and make sure it's ready, clean and pressed the night before. Research the journey so you can arrive on time or for virtual interviews make sure you've downloaded the right software.

If you're unsure of the office dress code, take a look at the people section on their website (if there is one) and judge your outfit based on this; if in doubt always overdress – don't assume that because it's a creative role, jeans are appropriate. And this is not the time to try out a new pair of shoes or start experimenting with unfamiliar clothing items.

Coping with nerves:

Nerves are a good thing because they will help give your performance an edge. Some of the best actors and actresses feel sick with nerves before they go on to turn out an Oscar winning performance. Do as they do and use your nerves to give energy to your performance.

The feelings of nervousness are caused by stress hormones being released in the body to help you cope with the challenge ahead. They're there for a positive reason, so make a conscious decision now to embrace your nerves; harnessing them to work for you and not against. This is always going to be a work in progress; something you'll need to keep revisiting and working on to make it an asset not an inhibitor. You really do have the power.

Being prepared is a great weapon in the fight against negative feelings. As well as finding out all the information you need, look after yourself, be healthy, exercise, eat well. Get some sleep. Chill out. Be kind to yourself. And if nerves take a hold, take lots of deep breaths until you feel calm.

Imagine the interview going really well and keep thinking ahead to this positive scenario – visualising a positive outcome will really help you to make it a reality. This is where a bit of mind control comes in very handy indeed.

If you only do three things:

1. Do your homework and prepare yourself for this challenge
2. Work through potential questions and practice in the mirror
3. Psych yourself up, breathe deeply and imagine things going really, really well

Adapted from '[It's Never OK to Kiss the Interviewer](#)'