



ELITE-CV
LEADERS IN CAREER BRANDING

2022 INTERVIEW PREP PACK

Everything you need to ace an interview

<https://elite-cv.com>



Introduction

The job interview was born in 1921 when **Thomas Edison** created a written test to evaluate job candidates' knowledge.

Job interviews are standard practice when it comes to employers choosing the most suitable candidates. They are an age-old tradition but for reason are something most people still struggle with.

Elite CV has put together this helpful interview preparation handbook to provide guidance and assistance to candidates in different career levels.



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In order to make it to the interview stage, you will need a world-class CV and a great cover letter.

Next is the sometimes ever so tedious job application process.

Once this is done and dusted and you have secured your interviews, it is time to ensure you are well prepared, leave nothing to chance.

Interview Tips

- Research** the company that will be interviewing you, please don't just read the about us page, read everything you can get your hands on that is available publicly. Research products and/or services offered and how they are performing in the market, browse the company's social media pages to know current happenings and campaigns, this will make for a great conversation starter at the interview. Finally make sure you know and understand everything there is to know you know about the role you are interviewing for.
- Be presentable**, ensure you are clean and well dressed, rather be formal in a casual environment than casual in a formal environment. Don't overdo the make-up, perfume or cologne. Make sure that you carry breath mints.
- Be informed**, if you know the names of your interviewer(s), google them and see if you can find public profiles more specifically their LinkedIn profile and familiarise yourself with their professional background, this will help a lot during the interview and also knowing a little more about a person may help reduce the nerves.
- Practise** how to look people in the eye respectfully without coming across as confrontational or creepy. Review possible questions that may be asked and practise answering them out loud. Historically you needed to practise a solid handshake, handshakes are now replaced by elbow bumps, don't just walk in and stick out your elbow take your queue from the interviewer, a simple verbal greeting is enough for most people.
- Arrive early**, not only will this make a good impression, it will also afford you the opportunity to get a lay of the land and to settle your nerves.
- Carry a pen** and notebook to write down key information, including questions you may think of while the interviewer is talking.
- Don't**, be cocky, too familiar, talk too much, use inappropriate language, flirt, appear desperate, or interrupt while the interviewer is talking.
- Remain calm**, envision the interview going well, relax and take a few deep breaths. Be positive, smile and affirm to yourself that you got this!
- Ask questions** like what type of candidate they are looking for and how long it may take to decide on a candidate. If you don't have any job-related questions, ask about the company, questions such as what the interviewers enjoy best about working there, show genuine interest.



Online interviews

Online interviews are gaining popularity as companies adopt stricter health and safety protocols. You'll most likely go through the first round/s of interviews via Skype/MS Team/Zoom. Some companies will only invite you for an in-person interview if you make it to the final round. This means if you want a chance of securing a job, you will need to master nailing online interviews.

Most people make the false assumption that since there are getting interviewed in the comfort of their own home, the interview will be easier and far less intimidating. This leads to people being casual in the interview or not adequately prepared. The fact that the interviewer is not in the same room with you may make them pay extra attention to not just your answers but your general etiquette.

Preparation



Like any other interview, you need to prepare well ahead of the actual interview and if you were going to a face-to-face interview you would need to know a few things ahead of the date including address, directions and travel time. Just because you won't be travelling for this interview does not mean you have less preparing to do, in actual fact, you may need to prepare a bit more than you would for an in-person interview. Apart from the obvious, what are you going to wear on the day and preparing your responses to potential questions, you will need to have the following ready as well.

APP – Check what application your interview will be conducted via. If you do not already have the app on your device, you will need to download it and create an account ahead of the interview. The next thing will be to familiarise yourself with basic tools within the app, know how to mute and unmute yourself, know where you can turn your camera on and off and know how to screen-share in the unlikely event you are asked to show something. Most interviewers will let you know well in advance if they expect you to present, better be prepared non-the-less.

TECH – Make sure your laptop is sufficiently charged in the event of a power outage, also have data on your phone for back backup cause if your power goes, so will your router. Test your camera quality as well as microphone, bad audio will for sure cost you dearly. Another critical thing to check is your internet speed, you will need a minimum of 1Mbps (One megabyte per second) for a good quality video call. If you just type “speed test” on your browser the result will include a “Run Speed Test” button you just click.

Red Flags



The fastest way to ruin your chances is if you do anything that will raise red flags for the interviewer/employer. Here are some things that are viewed as cause for concern so by all means, please avoid these or they may cost you your opportunity.

GHOSTING OR BEING LATE – If you do not log in on time for your scheduled interview or do not answer the Skype/Teams/Zoom call and you hadn't given prior notice of your unavailability, this will paint you as unreliable, no one is looking to hire an unreliable person.

BEING TOO CASUAL – An online interview is still an interview. Refrain from treating it like a call with friends. Use the same formal language you would if you were sitting in a boardroom with the interviewer. Be careful of your posture and facial expressions. DO NOT EAT during the interview, do keep a glass of water close by it is acceptable to drink water/tea/coffee during the interview.

UNPROFESSIONAL DRESS CODE AND/OR ENVIRONMENT – You will most likely be at home for your online interview but unlike casual video chats you should not take the call from your bed or kitchen. Find a spot with a neutral background and good lighting. Avoid the urge to attend the interview in your hoodie and sweatpants.



CONNECT EARLY – Technology has a funny way of showing us who’s boss, especially on important occasions. You don’t know what glitches you may have to deal with so connect at least 15 to 10 minutes before your scheduled time to ensure everything is in working order. Showing up late to an interview you didn’t even need to travel for is unforgivable.

YOUR ONLINE NAME AND PHOTO – Your Skype/Zoom/Teams name should be your real name and surname. Please use a professional and appropriate profile picture. These are going to contribute to first impressions.

KEEP EYE CONTACT – No matter how gorgeous or handsome you look on the day (and I suspect you may look smoking hot) please do not go through the interview admiring your self on screen. Look the interviewer int the eye, you do that by looking into the camera. This is tricky and may require a little practise because you also can not just stare into the camera endlessly, that’s creepy.

When you are speaking look into the camera, when the interviewer is speaking, look at them on screen. Don’t watch yourself, the person on the other side can see where you are looking and it is not only rude it is also weird. You can admire yourself after the interview. If you are using an external camera try to place it in the centre of your screen (eye-level), this way you need not worry too much about where to look.

Dress Code



You may not be meeting your interview in person but the same interview dress code rules apply. Choose your colours carefully and avoid clothing with tight lines (pinstripes) as these tend to create a moiré effect. Some prints and patterns won't translate nicely on camera. White is not a great colour because it can reflect a considerable amount of light and may be overwhelming on the eyes.

You might have to stand for one reason or another so please wear pants/skirt. Business on top, party at the bottom might backfire terribly, it will however make one heck of a story.

Remember, if you look good you feel good, and dressing up for the interview will boost your confidence.

Research the kind of company you are interviewing for to gain a sense of their working environment; this will help you determine what to put on.

Dress to make an impression.

Bonus Tip



SAY NO TO BOOZE. It may help calm your nerves but you wouldn't opt for some 'liquid courage' ahead of an interview if you were going to meet your interviewer live so please practise the same restraint for your online interview. Rather take time to do some breathing exercises to calm yourself down, you need to be sharp if you want to ace the interview and alcohol reduces your faculties. Don't do it! You can always have a celebratory drink afterwards if the interview went well.



RELAX

Just being invited for an interview is a pretty accomplishment in the current economic climate, you made it this far and that is half the battle won. Be prepared, relax, and enjoy the interview. You would not have been invited if the employer did not see something on your CV that convinced them you are a potential perfect fit. Don't stress, you got this!





Video Interview Tutorial

A guide on how to ace video interviews with ease.



You need to put on the same clothes you would wear if you were going to an in-person interview.



Verbal and nonverbal gestures are important, watch your body language and maintain a balance between subtle movements and a remaining still.



A lot can go wrong with regard to the technical aspect of online/video interviews. This is exactly why preparation is important.



Lighting is also very important. Circle around the room and find a spot that has diffused lighting not to create shadows.



Check your camera and test if it is working. You do not want to realise just before you start the interview that your camera is not fully functional.



Once you are confident that all your equipment works, it is time to select the location. You want to find a place that has no distractions that allows you to be fully present in the interview.



Interview Questions

There is no formula to answering interview questions besides listening, understanding, and answering only what has been asked. Be clear and concise, avoid lengthy answers as you risk losing the recruiter's attention in the process.

We have put together some tips and common interview questions that you can expect to help you get ready for all your interviews.



Quick Tips

- When asked a certain question, provide real-life examples and situations you have been exposed to add value to your answer.
- Showcase your strengths through your answers but be careful not to exaggerate.
- Do practice interview questions ahead of time so you have an idea on how to effectively articulate yourself.
- Don't sell yourself short. Be confident and convince the hiring team that you are the perfect fit for the vacant position.

Icebreaker interview questions

1. How did you learn about this position?
2. Why did you decide to apply for this role? Was there anything in particular about our job ad that piqued your interest?
3. Why did you pursue this career?
4. At the beginning of your academic or professional life, did you picture yourself in this position? If not, what kind of job did you think you'd be doing and what made you change your mind?
5. What do you like about your current job that you'd like to find here as well?

Strategic-thinking interview questions

1. Describe a time when you proactively identified and addressed an issue at your company.
2. How do you set long-term goals for your team? How often do you check and review these goals?
3. Describe a time when you failed to achieve your goals and had to follow a different approach. What happened?
4. What are the key factors you take into consideration when building an action plan?
5. How do you measure a strategy's effectiveness?

Cultural fit interview questions

1. Do you prefer working alone or as part of a team? Why?
2. Describe the type of work environment in which you are most productive.
3. How do you prefer to get feedback from your manager: through formal performance reviews or daily/weekly meetings? Why?
4. What would make you quit a job in the first month?
5. How would you change an institutional "this is how we always do it" attitude, if you felt there was a better approach?

Communication interview questions

1. If you're presenting your ideas during a meeting and your audience seems disengaged, what would you do to get their attention?
2. How would you reply to a negative online review about our company?
3. What would you do if your manager gave you unclear instructions for a new project?
4. How would you reply to a potential customer who claims that our competitors offer better prices?
5. Have you ever talked to an angry customer? If so, how did you manage the situation?

Values-based interview questions

1. Have you ever faced an ethical dilemma at work? If so, what was the issue and what did you do?
2. What would you do if you had to work with a person you didn't get along with?
3. How would you react if your team received negative feedback about a part of the project that was entirely assigned to you?
4. What company policies would you suggest creating to make our operations more environmentally-friendly? How would you ensure employees understand and apply these guidelines?
5. Describe a time you managed to calm an irate customer. How did you manage to maintain your professionalism and address their complaint?

Situational interview questions

1. If our competitor, X, released a new product, Y, how would you advise our team to respond?
2. If you discovered your supervisor was breaking the company's code of conduct, what would you do?
3. If you had two important deadlines coming up, how would you prioritize your tasks?
4. When you undertake multiple projects with tight deadlines, how do you stay on track?
5. If you saw a key metric drop week over week, what would you do?

Online interview questions

1. In your opinion, what constitutes a healthy work environment?
2. What are your salary expectations?
3. When is the earliest you can start?
4. What attracted you to the job ad? Why did you decide to apply?
5. Did you hear about our company before applying? What information intrigued you? What would you like to learn more about?

Interview Checklist



Please go through this checklist to ensure you are absolutely ready for your interview.

INTERVIEW PREP

- Go through your CV and be ready to answer questions without needing to check your CV.
- Review the job description. Make a list of the attributes and skills the company is looking for.
- Determine how your particular skill set makes you the ideal candidate.
- Carry out company research. Check their website, employee reviews, and articles in industry-specific publications.
- Practice with a mock interview. Family and friends will be happy to help.
- Work out travel logistics. How long will it take you to get there? How will you travel?
- Consider your interview outfit. Make sure it's job specific.
- Prepare a list of references with contact details.

- Create an up-to-date portfolio of job skills and development.
- Prepare a list of company specific questions that show you're interested in and have researched the organization.

THE DAY BEFORE

- Ensure your interview outfit is clean and pressed.
- Pack an emergency kit, including wipes, tissues, comb or brush, umbrella, lint brush, and breath mints.
- Double-check your route. Do a dry run if necessary.
- Get all your credentials together, including your portfolio, certifications, industry memberships, driver's license, social security card, and multiple copies of your resume.
- Get a good night's sleep.

THE DAY OF

- Leave home in plenty of time. Arrive at the interview location 10-15 minutes early.
- Turn off your cell phone ringer.
- Do not chew gum, eat, or drink during the interview.
- Be polite and friendly to reception staff or whoever meets you before the interview.
- Greet the interviewer by name, shake his or her hand, and introduce yourself.
- Listen and interact with your interviewers. Smile and be aware of your body language.
- Answer all questions honestly.
- Ask your prepared questions that are job and company specific.
- Avoid talking about salary, benefits, or vacations. This can be done after an offer has been made.
- Finish the interview by expressing your desire for the job, asking what the next steps will be, and when they plan to make a decision.
- Ask for business cards from the interviewers to ensure you have contact information.

POST INTERVIEW

- Write down key points of the interview as soon as possible.
- Send a thank you note to each of the interviewers within 24 hours. This is your chance to show how interested you are and prove, once again, that you're the right candidate for the job.
- Follow up if you've not heard anything within the time frame discussed.

Our Career Services

The current market doesn't allow room for bad first impressions. We help you put your best foot forward with the following services:

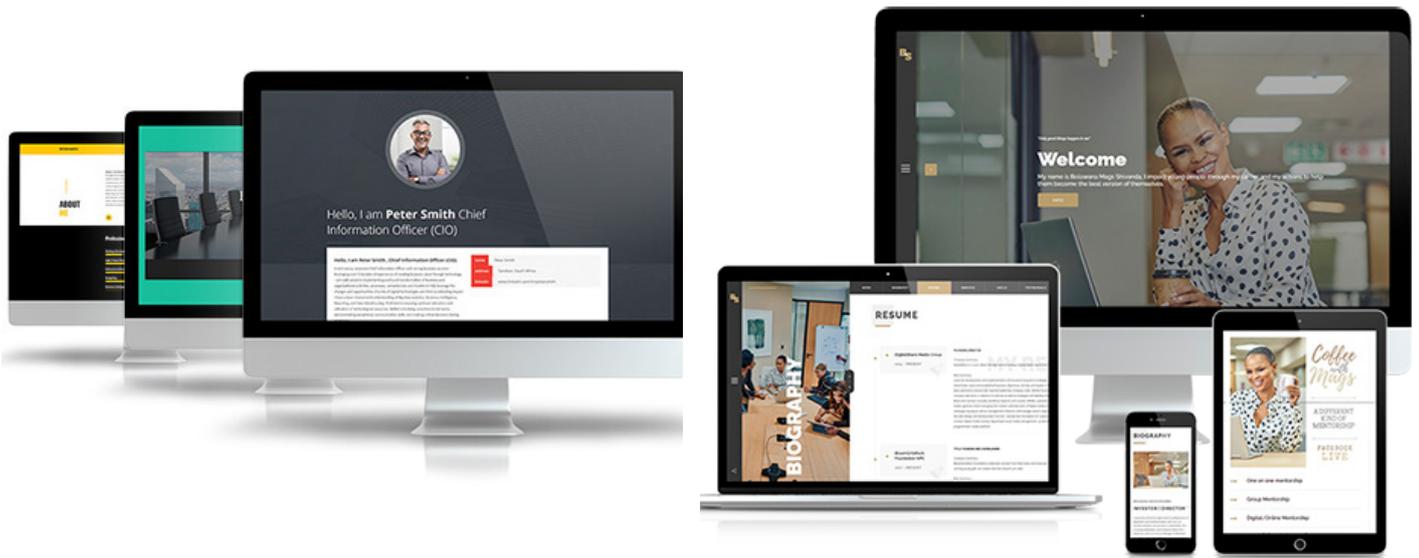


PROFESSIONAL CV WRITING

Our expert writers prepare a professional CV & Cover Letter that express your attributes and accomplishments while ensuring ATS and keyword compliance.

LINKEDIN OPTIMISATION

Making sure your LinkedIn is SEO optimised and is in line with your brand.



DIGITAL CV'S

Boost your career with a Digital CV that is designed to improve your Online visibility, reputation and build trust.

PROFESSIONAL WEBSITES

Take control of your Digital Brand and supercharge your online presence and stand out with our Exclusive Personal Website.



CAREER PRESENTATIONS

Present you in a way only a well accomplished Executive can through an astonishing career presentation.



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