CREATING YOUR OWN MARKETING PLAN, PART II: INTERVIEWS

Stephanie K. Eberle, SoMCC
# Career Transition Planning

<table>
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<tr>
<th>I. ID info about yourself</th>
<th>II. ID info options</th>
<th>III. Targeting your employer</th>
<th>IV. Securing an offer</th>
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<td>Work-setting Preferences</td>
<td>Researching Industries &amp; Companies (e.g.’s)</td>
<td>Narrowing the field</td>
<td>Determining “Fit”</td>
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<tr>
<td>Personal Skills Inventory</td>
<td>Identifying Prospects</td>
<td>Aligning credentials</td>
<td>Submitting Materials &amp; Refs</td>
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<td>Motivational Factors</td>
<td>Informational Interviews &amp; Networking</td>
<td>Optimizing documents</td>
<td>Interview Preparation</td>
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<td>Negotiation</td>
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On Our Agenda Today:

- Overview of interview scope and process within various fields
- Management communications strategies that will help you hone and sell your professional image
- Overcoming interview fears and addressing ways to avoid common mistakes

Anything else?
Interview questions 101

What will they ask/what should I say????
Keys to Marketing Success

- Show a fit
- Genuiness
- Know yourself
- Know them
Every Question is Asking 1 of 3 Things:

1. Why should we hire you?
2. Why do you want to work here?
3. How will you fit in here?
Interview Questions by Sector

- Academia – RO1
- Academia – Teaching
- Banking/Finance
- Biotechnology/Devices - Business
- Biotechnology/Devices – Science
- Consulting
- Media
- Other sectors?
METAQUESTIONS

E.g. - Tell me about yourself
Tell me about yourself....

- Is there a “correct” answer to this question?
- A “wrong” one?
- What is the “metaquestion” or purpose?
- Other versions of this question?
Rule #1

There are no “correct” answers

There are very few “wrong” answers

But:

Some answers are better than others
Levels of Engagement: *tell me about yourself*....

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<tr>
<th>1) I am practicing</th>
<th>2) I have been thinking about this job</th>
<th>3) I know I want this job, here</th>
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<tbody>
<tr>
<td>• I was born in AZ</td>
<td>• My PhD is in x from Y</td>
<td>• Ever since I was young – science – led to PhD</td>
</tr>
<tr>
<td>• My PhD is in x from y and I’m done in June</td>
<td>• I am a team player</td>
<td>• Liked but did x and discovered…</td>
</tr>
<tr>
<td></td>
<td>• I am looking to transition into…</td>
<td>• From here I look forward to….</td>
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- From here I look forward to….
Pair up….decide who will play the candidate first….
Answer this with your partner:

1. What role do you usually play on a team? (A)

2. Tell me about a weakness you have. (B)

3. If you could be an animal what would you be? (A)

4. Tell me about a time you were on a team and a conflict occurred. (B)
What role do you usually play on a team....

- What did you/your partner say?
- Is there a “correct” answer to this question?
- A “wrong” one?
- What might be the metaquestion?
- Any changes to your answer?
Tell me about a weakness you have....

- What did you/your partner say?

- Is there a “correct” answer to this question?

- A “wrong” one?

- What might be the metaquestion?

- Any changes to your answer?
If you could be an animal what would you be....

- What did you/your partner say?
- Is there a “correct” answer to this question?
- A “wrong” one?
- What might be the metaquestion?
- Any changes to your answer?
Tell me about a time you were on a team and a conflict occurred....

- What did you/your partner say?
- Is there a “correct” answer to this question?
- A “wrong” one?
- What might be the metaquestion?
- Any changes to your answer?
Answering Behavioral Questions: STAR Model

* Situation
* Task
* Action
* Result
### Terminology E.g.s:

<table>
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<tr>
<th>GOOD</th>
<th>NOT SO GOOD</th>
</tr>
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<tr>
<td>“Thank you”</td>
<td>“Ya know”; “so, I was like….”</td>
</tr>
<tr>
<td>“I did/I will”</td>
<td>“Uh, um, huh”</td>
</tr>
<tr>
<td>“Can you please repeat the question?”</td>
<td>“I don’t know”</td>
</tr>
<tr>
<td>“I think you are asking…correct?”</td>
<td>“Ooo, good question”</td>
</tr>
<tr>
<td>“I can think of a couple of examples….”</td>
<td>“What was that, again?”</td>
</tr>
<tr>
<td>“To summarize…”</td>
<td>“Well, it’s on my CV, but…”</td>
</tr>
<tr>
<td>“I do my best work as part of a team because….”</td>
<td>“Is that good?”</td>
</tr>
<tr>
<td></td>
<td>“You tell me why I should work here”</td>
</tr>
<tr>
<td></td>
<td>“I’m a people person”</td>
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</table>
Tell them “what they want to hear” or be someone else

Want the job because it’s “cool” / want “a” job

Lie

Speak negatively

….for practice

Say too much/too little

Stay too informal or formal

Forget to ask about follow-up
Nonverbally Speaking

- Eye contact
- Voice
- The hand shake
- Sitting in your chair
- Your hair, hands, feet, pen and nails
- Timeliness
- Attire
Anxiety

- Preparation
- Practice
- Water
- Breathing
YOUR QUESTIONS:

They matter
<table>
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<th>Levels of Engagement: <em>do you have any questions for us?</em></th>
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<td>1) I am practicing</td>
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<tr>
<td>• I think I’m good, thanks!</td>
</tr>
<tr>
<td>• What other research is being done here?</td>
</tr>
<tr>
<td>2) I have been thinking about this job</td>
</tr>
<tr>
<td>• When would you like this person to start?</td>
</tr>
<tr>
<td>• What do you like best about working here?</td>
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<tr>
<td>3) I know I want this job, here</td>
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<tr>
<td>• As I mentioned, x is important. Can you talk a bit…</td>
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<tr>
<td>• What is your mgt. style?</td>
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<td>• You mentioned the co. is growing – in what areas do you…..</td>
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- As I mentioned, x is important. Can you talk a bit…
- What is your mgt. style?
- You mentioned the co. is growing – in what areas do you…..
FOLLOW-UP

Do it: why, when, how
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<th>Levels of Engagement: the <em>thank you</em> message</th>
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<td><strong>1) I am practicing</strong></td>
</tr>
<tr>
<td>• Thanks for meeting with me the other day. Keep in touch!</td>
</tr>
<tr>
<td><strong>2) I have been thinking about this job</strong></td>
</tr>
<tr>
<td>• I enjoyed our meeting on 5/3/11.</td>
</tr>
<tr>
<td>• I believe my x skills will mesh nicely with the y dept.</td>
</tr>
<tr>
<td>• I look forward to hearing from you, thank you.</td>
</tr>
<tr>
<td><strong>3) I know I want this job, here</strong></td>
</tr>
<tr>
<td>• Thank you for meeting on 5/3/11, I enjoyed…</td>
</tr>
<tr>
<td>• I especially appreciated hearing x as I am y</td>
</tr>
<tr>
<td>• I look forward to.. Meantime - LinkedIn</td>
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Session 6 (5/10/11) – You’re Hired: How Job Offers are Developed and Negotiated

Presenter: John Radford, Senior Vice President, Radford
QUESTIONS?