

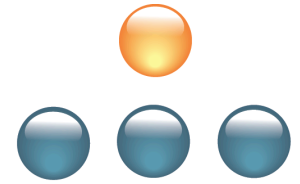
# Interviewing - And Starting Your Professional Life

Northwestern University

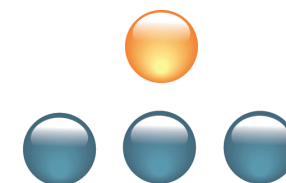
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Mark Horstman - Manager Tools

# Overview



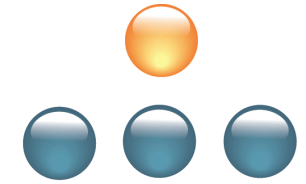
- How To Prepare To Interview
- What To Do In Each of the Five Phases
- How To Start Your Professional Life



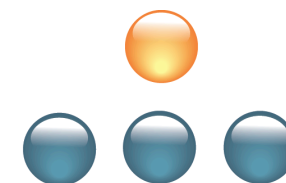
# How I Would Prepare

- Think the Way A Recruiter Thinks
  - Can This Person Do This Job I' ve Got?
  - How Can I Learn If They Can?
- Catalog Accomplishments: Undergrad and Work
  - Front of a 3x5 Card: One Sentence Summation and Key Points
  - Back: Key Skills/Abilities and Traits/Characteristics Proven
- Practice [With Feedback] On Key Questions
  - Audiotape Every Day: Record In The Morning, Critique At Night
  - Videotape Every Week: With a Partner Saturday Night,  
Review Sunday

# The 5 Phases Of All Interviews



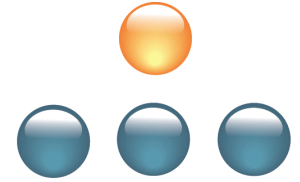
- Introductions
- Your Answers
- Your Questions
- **Close For The Offer**
- Follow Up



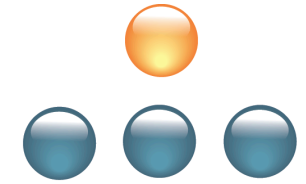
# Introductions

- Knock Like You Mean It
- Smile - This is The Most Common And Tragic Error
- Handshake - Firm and Brief
- Use My First Name, Tell Me Yours
- Walk With Energy
- Expect Conversational Warm Up
  - Know Your Current Events

# Your Two Most Important Answers



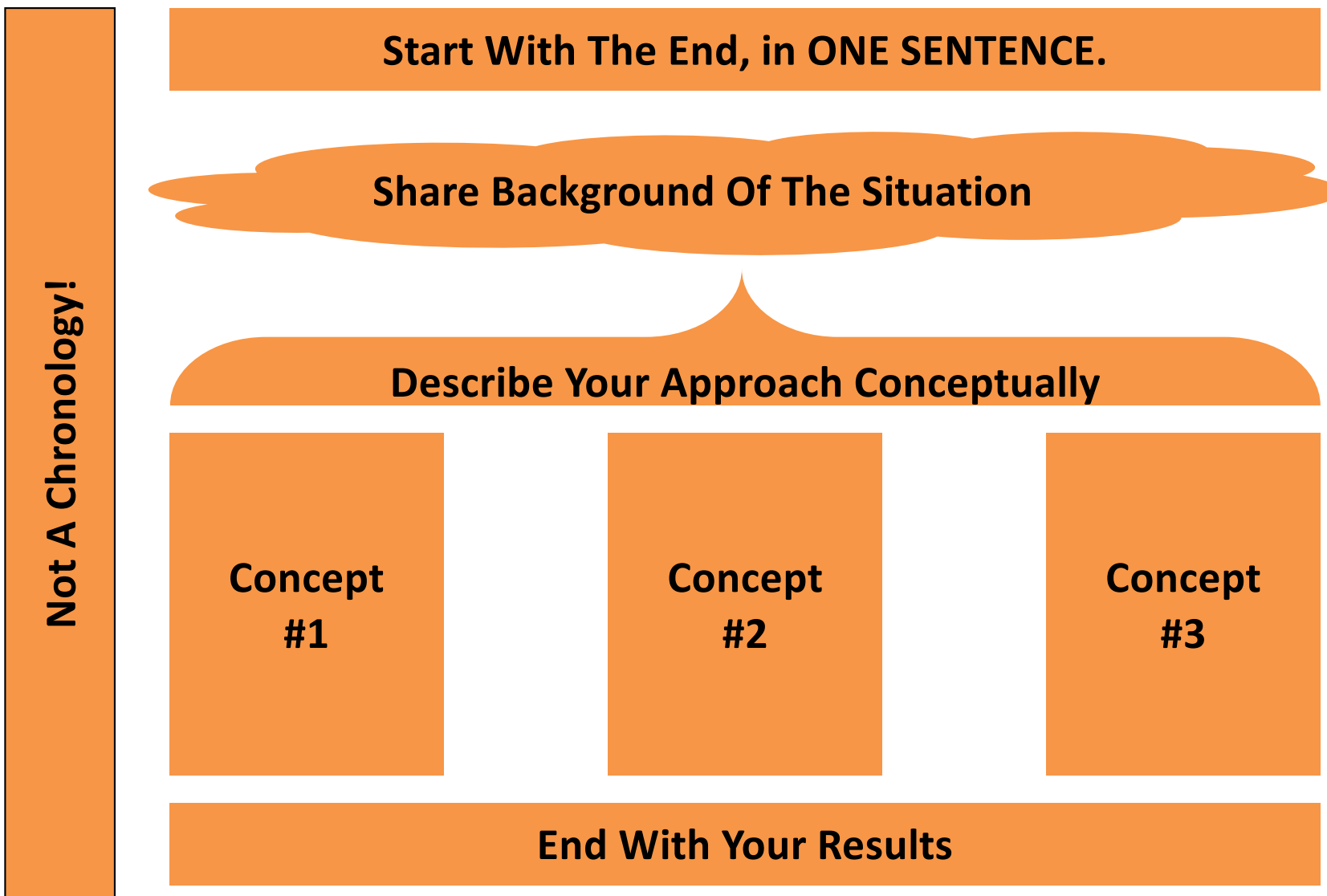
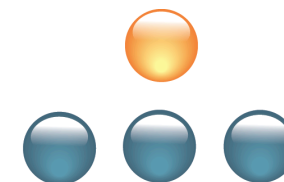
- Tell Me About Yourself
- Significant Accomplishments
- \* (And a Word About Location and Salary...)



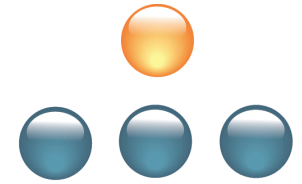
# Tell Me About Yourself

- You Have 3-5 Minutes
- Brief Personal Review (1 Min.)
- Academic Review (2 Min.)
- Professional Review (2 Min.)
- *Focus on Goals and Accomplishments*
  - It's Not *Just* a Chronology
  - Death: *Dude Where's My Car - The Chinese Food Scene*

# Significant Accomplishments

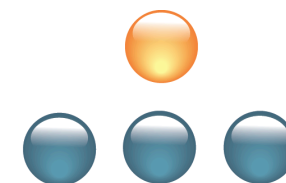






# How Accomplishments Sound

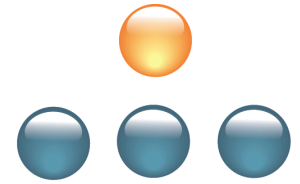




# Your Questions

- Have 3 to 5 Ready/Memorized
  - About The Job, Your Role, How You Will Be Contributing
  - Not The Company, Not The Benefits, Not The Industry
- But Consider The Interview As A Conversation First
- Don't Ask Short Answer Questions
  - Yes, No, Number, Percentage, Etc.
- Ask Them To Expand
  - “Tell me more about...”
  - “Can you expand upon...”
- Make Them Persuasive - Tell Us Where You Got Them

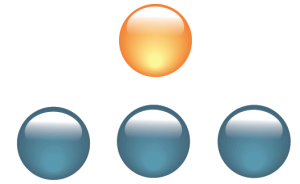
# Closing



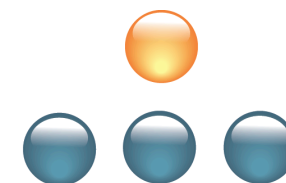
- Almost Nobody Does This
- Companies Love It
- After Your Questions, At the End
- 7\* Powerful Words, Rehearsed:

**“ \_\_\_\_\_\*, I want an offer, and here’s why:”**

# Follow Up

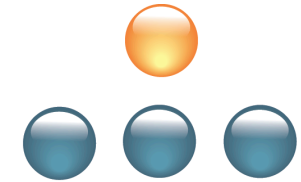


- Thank You Note
  - Handwritten
  - Within 24 Hours
- Call As Well
  - 2-3x is Enough
- Persevere!
  - Your Fears of Being a Pest Will Keep You From Overdoing It



# While Still In School

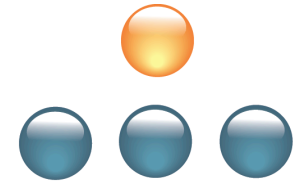
- Create Lasting Relationships (Ctrl+Shift+K)
- **Reading:** Your Most Powerful Development Tool
- Don't Choose a Job Based On Money
- *Start Minding Your Manners!*
  - Introductions
  - Conversation
  - Meals
  - Technology
  - And Names



# Starting A Career

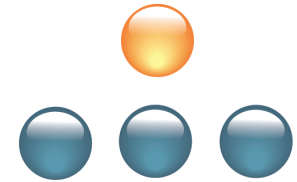
- Create **And Maintain** Lasting Relationships
- *Forget About School and Grad School!*
- Turn Off The TV and Read
- Show Up Early, Stay Late\*, Be Quiet, and Work Hard
- Serve, Serve, Serve
- Ask Questions To Move Forward
- Keep Your Resume Current
- Become a Genuinely Nice Person
- Save 10-20% of Your Salary

# Forging A Life



- Family First - That Means On Your Calendar, Too
- Create, Maintain **and Share** Lasting Relationships
- Management is Boring, Unsexy, Unpretty.... And Powerful
- Set a Genuinely Nice Example

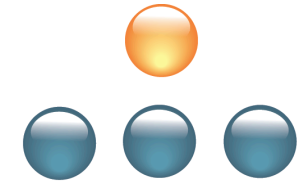
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