

CAREER CREATORS NEWSLETTER

VOLUME 101, ISSUE 01

JULY 2010

Behavioral Interviewing

The Most Commonly Asked Interview Question and the Most Effective Answer

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Career Consultant

The Interview Question--Tell me about yourself?

The Answer—Discuss your strongest traits and characteristics or greatest strengths that relate to the position for which you are interviewing.

How can you make the organization money?

How can you save the organization money?

- Offer an answer that is directly related to the position
- Use examples of success stories to demonstrate skills
- Have a short prepared “elevator speech” memorized
- Discuss skills that are not included on your resume but are relevant to the job
- Relate your strengths to the desired position
- Be brief, concise, and positive

THEME OF THIS ISSUE:

BEHAVIORAL INTERVIEWING

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- 1 **Professional Image Enhancement**—Appropriate & Powerful Interview Attire
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- 2 **Preparing for the Behavioral Interview**—Self-Analysis and Research

Image Enhancement

Appropriate & Powerful Interview Attire

Linda Wedick

Image Consultant

- *The Smooth & Finished Look* = wardrobe reflects that you are calm, cool, collected, capable, and likable
 - Suits, Skirts with Jackets, and Slacks with Jackets are appropriate
 - Ties and hosiery are optional depending on the environment and company culture
- *The Elegant & Refined Look* = additional wardrobe choices suggest that you are powerful, confident, and efficient
 - Add a briefcase, handbag, or portfolio in a bold color or one unique accessory
- *The Crisp & Starchy Look* = looking like you are ‘all business’ says that you are dependable, and know how to reach goals
 - Professional, financial, legal, and managerial positions
- *The Up-to-the-Minute Look* = bold colors, trendy accessories, show that you are energetic, open minded, flexible, and eager to contribute
 - For creative & casual environments only
- *Power Colors* = subdued solid colors work best in an interview situation; you want to appear confident and powerful yet not overpower or intimidate the interviewer
 - Grey, Burgundy, Navy, or Black with an accent of white or another subdued color
 - Avoid Pastels, Bright Yellow, & Pea Green

Behavioral Interviewing

“The WOW Factor”

Candidate Differentiation

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Behavioral interviewing is a format used by employers to determine a candidate’s relevant skills, knowledge, and abilities by asking for examples of previous behaviors which demonstrate the candidates’ ability to perform the job.

Employers believe that a candidate’s previous behavior is predictive of their future behavior: *If a candidate has demonstrated a skill and has created positive tangible results in the past; they should be able to replicate that same successful behavior and achieve similar results.*

To “WOW” the interviewer you must differentiate yourself from the other candidates.

HOW to “WOW”:

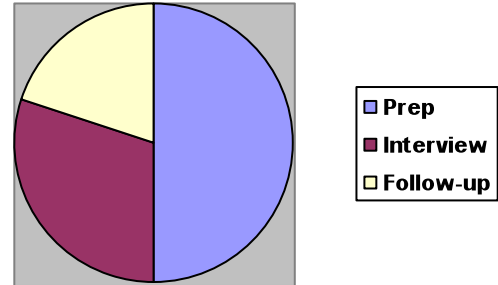
- Demonstrate your understanding of the ‘big picture’ by making the connection between what you have learned about the organization & position and what you can offer the employer in terms of benefits & results based on your previous experiences & successes.
- Articulate your knowledge of the issues, problems, or pain facing the organization, industry, product or service and how your skills and experiences enable you to solve those issues, problems, or pain.
- Describe how your skills and experiences enable you to make or save money for the organization, how you ‘fit’ into the organization, and how you ‘match’ the job description.
- Explain why you want to work for that specific organization. Provide a legitimate and sincere reason that exhibits your understanding of the organization, its function, mission, and goals—make the connection.

Preparing for the Behavioral Interview

Self-Analysis and Research

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PREPARATION--STEP 1

Self-analysis--Determine your unique features, personal and professional goals & objectives, and wants & needs.

- **Features & Benefits = what you offer and how you would benefit the organization**
 - Talents
 - Professional Accomplishments
 - Tangible results
 - Education & Training
 - Knowledge & Abilities
 - Transferable & Functional Skills
 - Work Experience
 - Personality Traits
 - Extracurricular Activities & Affiliations
- **Personal & Professional Needs = minimum requirements for your own job satisfaction**
 - Long-term Goals & Short-term Objectives
 - Salary Requirements

SIDEBAR ARTICLE

Answering Behavioral Interview Questions Effectively

■ *Use the S.T.A.R. Method for Answering Interview Questions*

- ST = Explain the Situation or Task that occurred
- A = Explain the specific Actions that you took to deal with it
- R = Explain the tangible Results or conclusion to the situation

■ *Tell a ‘story’*

Each example should have:

- A beginning
 - Explain the issue / situation / conflict
 - Describe the characters
- A middle
 - Describe actions taken to resolve conflict / situation / issue
 - Include the ‘climax’ of the story
- An ending
 - An explanation of the conclusion and resolution to the problem and the tangible results achieved

Without some form of an interview—there is little chance of being considered as a candidate for a desired position.

Preparing for the Behavioral Interview--continued from page 2

PREPARATION--STEP 2

Organizational Research—Understand what each specific employer wants and needs in their employees--Identify company and industry needs, issues, problems, pain, etc.

- Company Overview
- Position Requirements
- Industry Issues
- Product / Service Information
- Interviewer Traits
- Salary Range for Position
- Company Culture / Dress Code

Sources of information:

- Company’s website
- Job description
- Internet search engines
- Newspaper & magazine articles
- Industry journals
- Annual reports
- Personal informational interviews
- Site visits
- Salary surveys
- Ask any librarian for assistance to find a variety of data & information!

CAREER CREATORS
Career & Image Consulting
August 2010
Newsletter Theme

Networking

- “How to Network Your Way to a New Job”
- “The Golden Rules of Networking”
- “Networking Tips & Tactics
- “OK...Now What Do I Do? -- *Developing Reciprocal Relationships*”

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FREE CAREER ADVICE

Listen to the 55 minute audio & visual presentations:

- “Acing the Interview Process”

<https://meeting.austin.utexas.edu/p83189528/>

- “Win-Win Negotiations”

<https://meeting.austin.utexas.edu/p67654174/>

- “Tips & Tactics for Career Success”

<https://meeting.austin.utexas.edu/p64675740/>

- “Navigating the Job Search Process”

<https://meeting.austin.utexas.edu/p31133638/>

View this series of webinars and download the MS Powerpoint presentations by clicking on the following link and then choosing the webinar from the list:

<http://www.mcombs.utexas.edu/alumni/careers/programming/>

<http://CareerDesignSpecialists.wordpress.com>