

GET THE JOB

Worried About the Interview?

Having a sharp resume is only the beginning of this process

You've found the perfect job, turned in a focused application and secured the coveted interview. Now what? Let's face it, there is sure to be pressure associated with this moment — if only because there's so much on the line. Being a little nervous is probably always going to be part of the deal. You'll need to channel that nervousness into research, practice and execution in order to cross the finish line. There are also critical mistakes that must be avoided.

DOING YOUR RESEARCH

You should arrive with a working knowledge of what the company does, its general approach to the work, who its top management is, and what they're expecting from someone in this position. It's also smart to learn as much as possible about the company's recent work product. For instance, if you are applying for a position in marketing, become familiar with their most recent campaign. You'll be better positioned to answer a common line of questioning in these situations: "What do you know about this company and our goals?" You'll also be



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presenting as someone who grasps the bigger picture, which could very well lead to a promotion or two down the line.

PREPARING IN ADVANCE

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of what might be asked in the interview. Write these questions down, and practice answering them until you can offer smart and fluid answers

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to them all. Practice with a mirror, with a video camera and in front of family and friends so that you can get a better idea of how you're presenting yourself. Ask for tips and tricks to sharpen your execution. Practice does, indeed, make perfect.

MISTAKES TO AVOID

Turn your phone off before entering the building for your interview. Recruiters and hiring managers identified in a Harris Interactive poll that texting or answering a call is the most critical mistake candidates can make. The question of why you're considering a move will inevitably arise. Avoid disparaging your previous employer, even if you feel like improvements could have been made. Companies are looking for mature, professional new hires who can turn obstacles into opportunities — not office malcontents or serial complainers. You don't want to come off as embittered, but instead eager to get to work.