



## Questions You Need to NAIL!

My clients always ask me “*What questions will the interviewer ask me?*” While it impossible to predict, there are a few that standard questions you should be able to “nail” perfectly so employers say “Yes, that’s what we are looking for!”

Although great answers are important for employers to hear, they are vital for you. *Why is it more important for you?* When you have the ability to deliver them a very content manner it means that you are more focused about your career and abilities. Your optimistic responses also have a significant positive impact on your confidence. When you speak confidently, it comes through loud and clear to employers.

### Tell Me About Yourself

Many interviews begin with this question or something very similar. Candidates are unprepared for this question because they are not sure if the interviewer wants something business or personal related. Preparing for this question keeps your answers very crisp, clear and focused on the interviewers needs.

The best way to answer this and many other questions is to always remember that the key to a successful interview is to match your qualifications to what the interviewer is looking for. This takes homework and preparation. You too have to become an interviewer! This **three step** process will feel unnatural to most at first but it gives you an upper hand when it comes to your best responses and over time will become very normal to you.

**The first thing** you need is to understand is what you are great at and be able to speak about it confidently. We are always so busy “doing” we rarely take the opportunity to think about what we are good at and why. Even if you have to dig deep, *you have lots to offer. Take the time to figure it out!*

**Second**, you need to do all your upfront homework on the company, understand their needs and challenges, find out what the role entails and specifically *what the interviewers needs are.*

**Third**, in the interview, *take the first opportunity you get to find out more about what the role is all about.* When you’re told about the role, take the time to ask follow up questions specifically about the most immediate priorities, 3 months, 6 months and 1 year depending on the role. If the opportunity presents itself, ask a second question similar to “Is there anything else you see as essential to success?”

Uncovering the answers gives you the opportunity to tailor your response to answering their greatest need. By doing this, you now have the opportunity to provide specific examples of what you’ve accomplished and how it connects to what the company is looking for. Your answer could include why you are passionate about what you do and give a few specific examples of what you have accomplished (ensuring it ties into their needs.)

Addressing the personal side within your answer is totally up to you since employers cannot ask many personal questions directly. Sometimes though employers are curious to know what your outside interests may be as it can be an indicator if you will fit their culture. It’s also a great way to lend a more at ease and personal side to the interview process as hearing about something personal may spark extra conversation. My response to this question when asked is to share what you are comfortable with in a subtle way ensuring it does not overshadow your business response. If you don’t want to share anything, then stick to business.

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“What makes you the best candidate?”**