

The Technique of a Good Interview

As the numbers of newly-unemployed rise and jobs opportunities become scarcer, job applicants need to be able to deliver a really strong job interview – now more than ever.

“There are many new unemployed workers who might not have attended a job interview in over a decade” says **Laura McGrath**, Managing Director of **Interview Techniques**, “we are finding that this flock of newly laid-off people need training in interview skills to cope with the changed landscape. Without knowing what’s required in an interview, and understanding what it is they are being graded on, it is virtually impossible to sit a great interview first time round”.

Interview Techniques is a professional coaching organisation, focussing on the many graduates and jobseekers who are facing a series of interviews. In a twenty minute slot, candidates have to present themselves in the most positive and professional light, for the best chance of being successful.

McGrath says that preparing for an interview is similar to preparing for a driving test. Ten years ago, it was commonplace to teach *yourself* to drive, and when you felt ready enough, you would sit the test, often *repeatedly* before being relieved of your L plates. Today, we tend to take a batch of lessons with a professional instructor. Confidence is gained quickly, mistakes are identified and corrected and practice ensures that test is passed first time.

Interview Techniques provides an interview coaching services with many instant benefits, including:

- helping you to identify personal strengths and achievements to highlight in the interview and guiding you on how to back these up with strong examples
- recording and playing back the mock interview – helps you see yourself through the eyes of an employer
- confidence building - you get a chance to do a dress rehearsal before attending interview
- significantly reducing the time it takes to secure a job offer (can be up to 60%)

Kieran O’Donovan decided to get some interview training because he “didn't want to leave any stone unturned” in his attempt to get a particular job.

“In the current economic climate, there are much fewer job opportunities available and the competition is fierce for each role. I had been of the opinion that getting a one-to-one interview was as good as getting the job,” he says, “but that is no longer the case.”

“I was utterly confident that I would be brilliant, and be able to handle anything thrown at me,” says O’Donovan, “but I didn't want to look back on the interview with any regrets, so I decided to go to **Interview Techniques**.”

“It was a wake-up call for me,” he says, “I was pulled up on weak answers or the ones where I sold myself short. I learned that good answers make good interviews. Laura and I discussed the answers I gave and through her expertise it became clear to me what improvements I needed to make. My real interview was much more focused, polished and professional than it have been otherwise. I couldn't have asked for more than that,” concludes Kieran.

The fact is that interviews *can* be prepared for. There are common questions you can practice in advance to give you an edge over your competitors.

“I don't think anyone likes watching themselves back on screen but it is very informative, and so much better to have weak points highlighted in the preparation session than the interviewer simply writing "NO" beside your name on the application,” says Laura.

Demeanour, tone, enthusiasm and body language all play an important part and for this reason, interview technique training will help candidates to present themselves better, speak more directly, identify what the interviewer is looking for and, of course, answer the questions.

Laura McGrath has been working in recruitment for more than 15 years, as a Director of McGrath Saunders Recruitment for five years, and previously a HR Consultant. Such experience has given her a unique insight as to what qualities employers are looking for during the interview process.

“After graduating in the late 1980s, and entering the job market in an economically depressed time, I am keen to pass on the benefit of my experience to graduates and job seekers,” says Laura. “The whole process of compiling a CV that gives maximum impact, and converting job interviews into job offers, can be significantly shortened by seeking the right professional advice.

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