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BEST INTERVIEW COACHING

How to Win Your Next Interview

BUILD YOUR OWN PLAYBOOK



When you get the call for an interview, your first feeling is excitement! It's a sign that you are one step closer to improving yourself and you can envision what it would be like to have a career you love.

Immediately after feeling excited, doubt creeps in about the interview. How do I prepare for what they might ask?

I've been there, nervous about what to say and what not to say. Knowing that I wanted the job just made it harder to avoid being nervous.

I've been the interviewer hundreds of times and been trained on how to conduct interviews using the same techniques used by world class organizations like Disney.

Using this training and knowledge can help you know how to prepare a communication strategy for an interview.

This guide will help you build your own interview strategy playbook and prepare for interviews with confidence. They won't want to move on without you on their team!



It's frustrating to sit down and think of how you'll prepare for that important interview. You try to strategize, but aren't even sure where to begin.

What if someone told you there actually is no right or perfect thing to say? In fact, worrying too much about what to say or focusing on avoiding making a mistake will lead you to not presenting yourself properly!

Instead of trying to think about what the interviewer might be looking for, focus on telling them how you can contribute by using examples from your previous experiences.

The interviewer is going to ask you questions about different situations. You need to be able to answer their questions by using your previous experiences to demonstrate you are an action oriented person.

This guide will help you build a playbook of examples that will have the right recipe to allow you to effectively illustrate how you will take action to help their organization in the situations they ask you about.

If you use it well and study it before your interview, you will have a good range of examples that can be applied to support your answer to any question you are asked.

Here's a worksheet to help you create a playbook.

First, list your most recent job role.

Organization: _____

Title: _____

Perfect! Now think about the 3 biggest obstacles, problems, or roadblocks your organization faced that you helped solve. When listing these things, you could think about large projects you may have helped on, specific tasks that you had, or maybe even resolving a conflict with another colleague. Maybe you had a task presented to you that was overwhelming at first, then you had to act to get it done.

Be specific and not general. For instance, 'When a customer is angry' is a general problem. Use only specific events or situations, such as, 'I once had a customer who was disappointed in a product and wanted to return it.' You need to be specific to demonstrate you will act to solve problems.

1: _____

2: _____

3: _____

From here, let's go through each problem and list the actions you took to overcome the problem or obstacle as well as the results of your actions.

Start by re-listing Problem #1:

Now that you've listed the problem, let's list the actions you took to help solve it. Be careful when you do this, you don't want to make yourself out to look like a hero who only helped to take credit. Describe the actions in a way that communicates how those actions were able to help the customer or organization meet their goals.

The action must be a specific response to the specific event listed in the problem! 'Usually I help angry customers by being friendly and giving a refund' is general. 'I returned their item for a refund' is specific to an exact situation.

Action #1:

Great! Now we need to describe the end result. One mistake a lot of people make is assuming that every effort needs to end in success. It's okay if the end result isn't a great success, interviewers are looking for people who will take action. Successful people are successful because they aren't afraid to fail, make mistakes, and learn from them. Be honest when listing the end result, if you tell an employer everything you touch goes great, it won't be credible.

End Result #1:

Good job on outlining your first playbook strategy. Let's repeat for Problems #2 and #3.

Problem #2:

Action #2:

End Result #2:

Problem #3:

Action #3:

End Result #3:



Congratulations!

You now have the makings of an interview strategy.

Without one, you enter your next interview nervous and not sure of how to clearly communicate how you can help a potential employer. By using this worksheet, you can begin creating a coherent strategy with concrete examples you can use in response to situational interview questions. Any potential employer will have a hard time hiring anyone but you.

Visit www.bestinterview.ca to find an interview coaching package that will help bring out your best. Together we will work on crafting your strategy and practicing it, helping you get the job you love!

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