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# Effective Interviewing

A Foundational Skill for Career Success

Greg Yeo

<https://www.linkedin.com/in/gregory-yeo-9aa27aa9/>

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# What is *Effective* Interviewing?

- **Advance preparation:** Preparing as if it's an important class
  - Understand the position, understand yourself
  - Prepare to tell your story in a relevant and compelling way
- **Presenting yourself at the Interview**
  - Being authentic, relevant and motivated
- **Self-evaluation**
  - How did I do? What can I do to be better?
- **Improve**
  - Building skills, insights, accomplishments, credibility and a career

# The Interviewer

- What is the interviewer looking for? *The “right” balance of:*
  - Technical Ability
  - Leadership
  - Collaboration
  - Communication
  - Grit
- What does the interviewer have to go on?
  - Academic record
  - Resume / CV
  - *Prior reference (maybe)?*
  - *Internship (maybe)?*
  - *Short Campus interview (maybe)?*
  - *Phone interview (maybe)?*
  - *Recommendations?*

***“Will this person make my team better? Is this an engineer that I want on my next project?”***

# Preparation: Learn



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## Action

- Learn about the company and role in advance.
  - What do they do?
  - What is happening in this industry?
  - What do THEY need to be successful?
  - Technology or design or manufacturing or research or sales or customer support or...?
- ***Know the needed balance*** of Technical Ability, Leadership, Collaboration, Communication

## Insight

***Very few students do this***

Technical

Leadership

Collaboration

Communication

Grit

vs.

Technical

Leadership

Collaboration

Communication

Grit

# Preparation: The Resume



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## Action

- Prepare an interesting resume that is a platform to tell your story in a **relevant way**.
  - Technical capability
  - Leadership
  - Collaboration
  - Communication
  - Grit

## Insight

### ***Very few students do this***

- Each element of your resume is an opportunity to tell your story and demonstrate your insight
- You have one page. Don't waste a single line. Connect each point to the critical characteristics.



**Break**

# Preparation: Your Story

## Action

- Become GOOD at telling a story. Be good at telling YOUR story.
  - Relevant
  - Interesting
  - Credible
  - Respectful
  - Confident and humble
- Become good at having a professional conversation. *Practice!*

## Insight

### ***Very few students do this***

- Be genuine. Do not be scripted.
- Listen to good communicators.  
*What do they do that makes them good?*
  - Presence
  - Belonging
  - Warmth
- Practice. Record yourself, then listen to it.



# Stretch and Develop

## Action

- Stretch yourself. Seek out opportunities to grow your insights and skills.
  - Technical
  - Leadership
  - Collaboration
  - Communication
  - Grit
- Think broadly. Get out of your silo. Connect with other fields, other disciplines
  - Data and automation
  - Engineering breadth
  - Critical issues & challenges
  - Business & finance fundamentals



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## Insight

- Start now. Lean in to every opportunity to grow and improve.
- ***Develop these skills wherever you can:***
  - While in school
  - Work
  - Volunteer / non-profit
  - Sports
  - Arts
- Find & grow mentors / role models in these critical areas. *The fundamentals are much more important than tricks & tips & techniques*



# At the Interview:

- Be enthusiastic, engaging, and **authentic**.
  - Make eye contact. Show interest. And mean it.
- Create a two way conversation
  - You are interested in this interviewer and company
  - Ask questions. Take the lead when it's offered.
  - ***Tell your interesting story that relates to the position / company.***
- Align the conversation with your story as it relates to the job
  - *Technical depth*
  - *Leadership*
  - *Working with / connecting with people*
  - *Ability to stick with tough challenges*

# Be Insightful. Be Influential. Climb the Career Jungle Gym.

- Credibility = Demonstrated Competence + Integrity + Relationships
- Be careful & thoughtful with social media
- Build bridges, build a career
- Focus on getting better with continued learning:
  - Challenges & issues in need of solutions vs. *“This is what I’ve done before.”*
  - Technical advances, innovations, integration
  - Business / Industries / Companies
  - Cultures
  - Leadership