

# **Effective Interviewing**

### A Foundational Skill for Career Success

Greg Yeo https://www.linkedin.com/in/gregory-yeo-9aa27aa9/ September 11, 2020

## What is *Effective* Interviewing?



- Advance preparation: Preparing as if it's an important class
  - $\,\circ\,$  Understand the position, understand yourself
  - $\,\circ\,$  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

 $\circ$  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**

#### <u>Action</u>

- 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



#### <u>Insight</u>

#### Very few students do this

Technical Leadership <sup>Collaboration</sup>	vs.	Technical Leadership Collaboration
Communication		Communication
Grit		Grit

## **Preparation:** The Resume



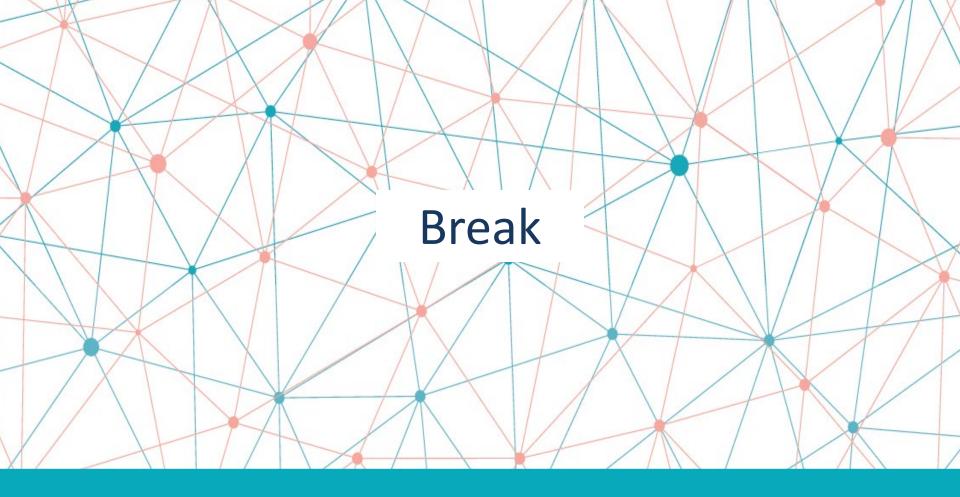
#### <u>Action</u>

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

#### Very few students do this

Insight

- 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.



## **Preparation: Your Story**

#### <u>Action</u>

- 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!*

# The Energy Coalition

#### <u>Insight</u>

#### Very few students do this

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

# Stretch and Develop

#### <u>Action</u>

- 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



- Start now. Lean in to every opportunity to grow and improve.
- Develop these skills wherever you can:
  - While in school
  - o Work
  - Volunteer / non-profit
  - o Sports
  - o 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 <u>interesting story that relates to the position / company.</u>
- 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