

### **Five Key Tips For A Successful Interview**

- 1. A great interview is an interactive conversation with a purpose.**
  - a. Look for natural ways to shape the conversation by taking advantage of “windows of opportunity” to highlight your unique strengths and key points (a.k.a. “headlines”).*
  - b. Realize that the point of every answer is to gracefully incorporate a core strength or characteristic that sets you apart from the crowd.*
  
- 2. Make sure you answer the question asked.**
  - a. You may (and should) take your answer in a positive, highlight-focused direction, but the answer itself must be a responsive one.*
  
- 3. Know your terms and buzzwords.**
  - a. Correctly using terminology common in a particular practice area is essential to the creation of a convincing and sustainable narrative regarding your professional interests.*
  - b. If you don’t understand the terminology being used and/or the broader subject matter being discussed, it is often better to ask an intelligent question than to simply “play along.”*
  
- 4. Remember that your questions for the employer are just as important as your responses to the employer.**
  - a. Examine whether you may use a question to subtly communicate any personal “highlights” not yet shared during the exchange.*
  - b. Use questions to display knowledge of and insight into the unique aspects of this employer and its work, as well as any sense of unique commitment to the employer and its work.*
  - c. Ask questions designed to leave employers with the strong impression that you are a good cultural fit for the employer and would add immediate value to the employer, if given the opportunity.*
  
- 5. Listen for and address the “question behind the question.”**
  - a. Even if the form of a certain question is unusual or unexpected, listen for and discern the underlying core qualities or hiring criteria being targeted to ensure that your answer includes what the employer really wants to know.*