

Improving Interview Performance

by Rebekah Goodwin

Attitude:

Everything is mirrored by this. If your attitude is positive it will permeate everything about you in interview. Without a strong, healthy attitude you might as well not bother to apply because you are defeated before you begin... Remember there is no other applicant quite like you; you are truly unique and every interview is an opportunity not only for you to shine but to grow your network. Don't underestimate the impression you give or how small the world can be.

Body language: Non-Verbal in order of importance:

- Eye Contact: Get this right & keep doing it If you have trouble, try this: when you first shake their hand, look at their eye colour and try to remember it. Not only will this help you, it will create a strong connection straight away and you will give a focused attentive impression immediately.
- Facial expressions: open lipped smiling denotes openness and warmth! Don't forget to do it. A true and genuine smile tells your interviewer you are a happy person and delighted to be interviewing with their company.
- Postures: Stand straight, sit straight – sends out signal of your confidence and power potential.
- Gestures: should be natural and meaningful.

Do Your Homework:

You can't know enough about your prospective employer. Research them as a company – scan their website, be familiar with their products and services, and any other information that shows your interest. Know the industry, know their competitors, know their structure, turnover, number of staff...be informed.

Dress:

Unless you have an interview as a clothes designer in the rag trade; when in doubt; go conservative... this means business dress - classic, simple, smart, ironed & clean, limited jewelry & polished shoes. Wear plain colours: black, grey or blue suits or tailored trousers with white shirts with a scarf, classic necklace or tie. No garish colours or patterns, no jangly jewelry, no short skirts, no excessive makeup, remove any piercings...remember once you have the job and have experience in their culture then you are in a position to have more personality in your attire...to get picked for the team you need to look like a winner.

Not sure if you've got it right? Ask someone you know who has a polished and professional appearance to help you.

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small business development

