



Ace the Job Interview



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You've found the perfect job, sent in your CV and managed to get an interview. Now, if you want to make that position yours, you need to impress the interviewers with your personal brand

Here are some tips on how to make the best-possible first impression:

1. Check your Google CV

Before you set foot in the interview room (in fact, if possible before you even start job-hunting), google yourself. Know what prospective employers will see when they type your name into Google. You can bet that they'll look you up before your interview, so ensure that what's out there is positive and reflects the values of your personal brand.

2. Understand the interview from the employer's point of view

The company that's considering hiring you is looking for the best match of skills and talents for the position that's available. They're not seeking someone who's simply good at selling themselves — they want to make sure you'll be able to deliver in the role too. This fact should structure how you handle the interview. You need to demonstrate the value you can add to the organisation and show them why you'd be an asset to the company.

3. See the interview as a big pitch

If you were a product, how would you sell yourself? You need to think about how you've "packaged" your skills, talents and strengths. Be clear about your area of specialisation. Know what makes you distinctive from your competitors.

4. Do your research

You should know as much as you can about this potential employer. Have a strong sense of the organisation, its culture, its competitors, the key challenges it faces and the opportunities available in its market.



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5. Understand what the job entails

Make sure you unpack the job spec and that you have a thorough understanding of what the position entails so you can highlight areas where you can make the most impact.

6. Ask questions

By asking intelligent, considered questions you demonstrate to the employer that you are engaged in the interview process. People will evaluate you based on the questions you ask, so have a couple of good ones prepared.

7. Be honest

Obviously you want to show the interviewer the best aspects of yourself, but don't stretch the truth. Authenticity is critical. Pretending to be something or someone you're not can damage your personal brand.

8. Be gracious

Send a thank you note afterwards, even if you don't get the job. You never know when you might bump into the same people in the future. It's always wise to build relationships where you can and to be remembered in a good light.

Resource documents sourced and collated in collaboration with:
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