

## **Getting the interview for promotion right**

### **Preparation**

- Confirm where, when and at what time your interview is.
- Find out who will be interviewing you, know their roles and note their different styles and preferences.
- Dress appropriately.
- Be clear as to your strengths and what value this would add to the organisation.
- Have examples at the ready.
- Ask your boss and previously successful applicants how the process works and what will be expected of you.
- Read relevant press coverage and industry specific journals.
- Know your companies hot topics.
- Be clear about your organisations strengths and areas for development.
- Be clear as to what would be expected of you in the new role and how you could fulfil this.
- Revise a sixty second summary of your career and its highlights.
- Revise a sixty second summary of your unique strengths and what value this adds to your organisation.
- Think about why you should be promoted over somebody else.
- Think of relevant questions that you could ask the board, having no questions makes you look disinterested.
- Most panels will want to know practical and cost effective ideas and plans you have for the new role. You must show a clear understanding of cause and effect when talking through strategy.
- Be clear on your company's policy and guidelines for managing others. You will need to demonstrate that you are someone who is a mature and an inspiring leader.
- Be prepared to demonstrate how you plan and implement strategy and get effective results.
- Do not speak negatively about your boss or colleagues. Demonstrate every point that you make in a positive manner or with an idea of what could be done.
- Ensure you have a clear understanding of the company and how it operates.
- Review your personal goals and know how and what you have achieved.
- Know your department's financial figures as well as your own.

- Try and think of questions you may be asked, for example:
  - What will you bring to the role?
  - How would you approach this role?
  - Why should we appoint you?
- Take a few deep breaths before you enter the room, remind yourself of your skills and tell yourself you **are** going to get the role.
- Remember this is not a time for false modesty, sell yourself!

### **The interview**

- Create good rapport. Use good eye contact and personalise your greeting to the panel. If the panel are interviewing more than one applicant the process can get very dry.
- Use body language i.e. mirroring actions and certain words to create the impression that you are similar to the interviewer. If the interviewer feels you are like them they will automatically like and trust you.
- Listen and watch intently. Notice not only what they say and ask, but their body language. The panel will often give big clues as to what they want.
- Do not assume you know the question after a few words; listen to the whole question before formulating a response.
- If you are asked a question that you think you have already answered, you have probably not given a concise answer or they are looking for something else.
- Do not be afraid of silences; use them to give yourself space to think.
- If you are not sure of a question, ask for clarification. Do not guess!
- Do not waffle or answer with a straight yes or no. Give clear concise examples. Watch how the panel is responding as it will give you a clue as to whether they need more or less information.
- Have eye contact with the whole panel, not just the one asking the questions. 80/20.

### **The wrap up**

- Do not rush out the door in your relief that the interview is over.
- Ask them if there is anything else you can add and if you have answered their questions fully.
- Thank the panel for their time and tell them with passion how much you want the promotion and what they can expect from you.