

SWEUS

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Interviews in a Business Context

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IN THIS WORKSHOP

- The Job on offer
- Some techniques for the interviewer
- Some techniques for the interviewee
- **Activity 1:** Two examples
- **Activity 2:** Question selection
- **Activity 3:** Short interviews
- Plenary Session
- Evaluation

- Recruiter [MAJOR PLAYERS](#)
- Location London
- Salary: £20 - £24,000 p.a.
- Posted 11 Jun 2018
- Closing date: 31 jun 2018
- Ref: 109458
- Industry [Marketing & PR](#), [Advertising agency](#), [Communications](#), [Marketing agency](#), [Media](#), [Advertising](#), [Creative](#), [Digital media](#), [Fashion](#), [Publishing](#)
- Hours: [Full time](#)
- Contract [Temp](#)
- Listing type [Job vacancy](#)

SOME TECHNIQUES FOR THE INTERVIEWER

- Try and prepare (*candidate questions*)
- Put the candidate at ease: small talk
- Body language and eye contact
- Keep the questions open
- Don't talk too much
- Positive affirmation
- Finish with specific arrangements: next steps.

• Top 10 Interview questions

1. Tell me about yourself
2. What is your greatest strength?
3. What is your greatest weakness?
4. Why should we hire you?
5. What are your career expectations?
6. Why are you leaving your current position?
7. How do you handle stress or pressure?
8. Describe a difficult work situation / project and how you overcame it.
9. What are your goals for the future? Where do you see yourself in 5 years?
10. What do you contribute to a team?

SOME TECHNIQUES FOR THE INTERVIEWEE

- **RESPECT**
- Sell yourself.
- Open body language.
- Be honest, but don't sell yourself short.
- **PREPARE** – research the company.
- Have some questions ready, should you be asked.
- Appearance.

ACTIVITY 1

Watch these two interviews. Any thoughts?

<https://www.youtube.com/watch?v=Z9mIHT9pn-0>

<https://www.youtube.com/watch?v=OVAMb6Kui6A>

ACTIVITY 2

- Look at the job description and person specifications.
- Think of 5 questions that you would like to be asked in an interview for this job.
- Think of the answers to your questions, but don't write them down.

ACTIVITY 3

- Please find a partner (maybe someone you don't know too well)
- Partner 1: Give your questions to partner 2.
- Partner 2 is the interviewer.
- Role play the interview: introductions, questions and answers, concluding remarks

- Find a new partner
- Partner 2: Give your questions to partner 1.
- Partner 1 is the interviewer.

PLENARY SESSION

*Who would like to 'perform' their
interview to the group?*

EVALUATION

**What can you take away
from this workshop?**