



Top 10 Tips for successful interviewing.

Interviewing can be nerve-wracking at the best of times, but particularly if you haven't interviewed for a while. At ADLIB we understand this, so we have compiled our top 10 tips to help you stand out in an interview and secure your perfect role.

1. Make sure you're well prepared.

- Know where you're going and how to get there; plan your route in advance and factor in time for traffic/delays.
- If interviewing virtually, download and check the designated meeting tool (Teams/Zoom etc) is working properly ahead of the interview.
- Make sure you have thought about your answers to 'typical' interview questions and have a compelling reason for why you are interested in the business/role you've applied to.

2. Do your research.

- Research the company so you know what they do and what they stand for; have a good look around their website as well as recent news articles.
- Make sure you've read and understood the job specification so you can have an informed conversation about the role you're applying for and ask insightful questions.
- Have a quick browse of the interviewer's LinkedIn profile so you have an idea of their background etc, this may help you build rapport when you meet them.
- Know the market rate for the role you're interviewing for; if the topic of salary arises, you'll be able to have an informed conversation around this. If you are working with a recruiter, they will be able to help you with this.

3. Make a good first impression.

- Be on time; arriving late to an interview will likely be a big red flag to the interviewer.
- Be aware of your body language throughout the interview and maintain eye contact; this will demonstrate confidence and show you're engaged in the conversation.
- Dress appropriately in a way that shows you've understood the business environment. For e.g., if you are interviewing at a corporate organisation, it may be appropriate to dress very formally, whereas if you're interviewing at a business with a more relaxed dress code, it may be appropriate to dress in business casual attire.

4. Know your CV.

- The interviewer will very likely ask you a series of questions based on the content of your CV; not knowing and being ready to discuss in detail, something you've included in your CV will count against you in an interview.

5. Be clear and concise.

- Be specific in your answers and don't waffle.
- Keep your answers to the point and answer the question directly without going on a tangent.
- Strong communication skills will likely be a key-component for the role so the interviewer will be looking to see that you can convey information effectively.

6. Sell yourself.

- Make sure you're ready to talk about why you think you'd be a good fit for the role and how you will positively contribute to the business.
- Be ready to talk about your achievements and where you have added value in your current/previous position. Be specific about the parameters of the task, what YOU contributed, how you did it, and what impact it had on the business.

7. Be positive.

- It's generally considered poor form to speak negatively of your current/previous employer and could raise alarm bells for the interviewer if you do so.
- It's best to try and put a positive spin on things. For example, if you're leaving your current role because you don't like how the business is run, you could say you are keen to join an organisation that promotes strong communication, collaboration, and support throughout the team.

8. Don't blag.

- Be honest about what you don't know. If you try and blag an answer to something you don't know or do not have experience of, the interviewer will likely see through it. Demonstrating self-awareness and humility about your areas for development will more likely impress the interviewer more than if you try and pull the wool over their eyes.
- If you don't know/have experience in a specific skill you're being asked about, offering up an answer for how you would approach upskilling in this area, will demonstrate to the interviewer that you take a proactive approach to your own development.

9. Ask questions!

- Questions will likely arise throughout the conversation but it's best practice to have a few questions prepared in advance in case you forget them during the interview.
- Asking questions will help you get the most out of interview as well as demonstrate your interest in the business/role to the interviewer.
- Not asking any questions could be a red flag for the interviewer.

10. Follow up.

- It can be a nice touch to follow up after an interview with a short email to the hiring manager thanking them for their time. This is also an opportunity to re-enforce why you're interested in the role/business and why you think you'd be a good fit which could set you aside from other candidates and be a big tick in your favour.



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How to answer interview questions using the STAR method

The acronym STAR stands for: Situation, Task, Action, Result:

Situation: Set the scene by briefly describing the situation, challenge, or event you faced.

Task: Explain what your responsibilities were in that situation. What role did you play?

Action: Describe what steps you took to overcome the challenge or address the situation

Result: Share what you achieved through your actions.

Situation: Set the stage

Begin answering the question by giving your interviewer context around the specific situation or challenge you faced. Try to limit this part to only a few sentences to set the scene. The bulk of your answer should focus on your actions and results. Make sure the situation you've chosen clearly demonstrates the skill or capability you're being asked about and is complex enough for the role you're interviewing for.

For example, if it's a more senior role, choose a situation that involves high stakes and demonstrates your expertise.

Task: Explain where you fit in

Describe the task you had to complete and what your involvement was.

Similar to the situation portion of your answer, this part should also be brief and to the point.

For example, it can be a simple sentence like this one:

"As the customer experience manager, it was my responsibility to resolve the client's concern at the first point of contact."

Action: Describe each step

This is the most important part of your answer because it's your opportunity to showcase your capabilities. The hiring manager doesn't just want to hear what you've accomplished but how you've accomplished it. Explain what steps you took to overcome the challenge or reach your goal. Be as specific as possible, describe each step in detail, and avoid vague statements like "I worked really hard."

Keep the focus on yourself when answering the question. Use "I" statements and talk about what you specifically did, not what was accomplished as a team.

Results: Impress with your achievements

This is the time to share the results of your actions with your potential employer. What positive impact were you able to achieve? How did you resolve the situation?

Make sure the outcome is always a positive one.

For example, even if you're asked to describe a time you made a mistake, you should focus on what you learned from the experience.

Employers love to see measurable results, so don't forget to quantify your results when you can or back them up with concrete examples.