

Interview Skills



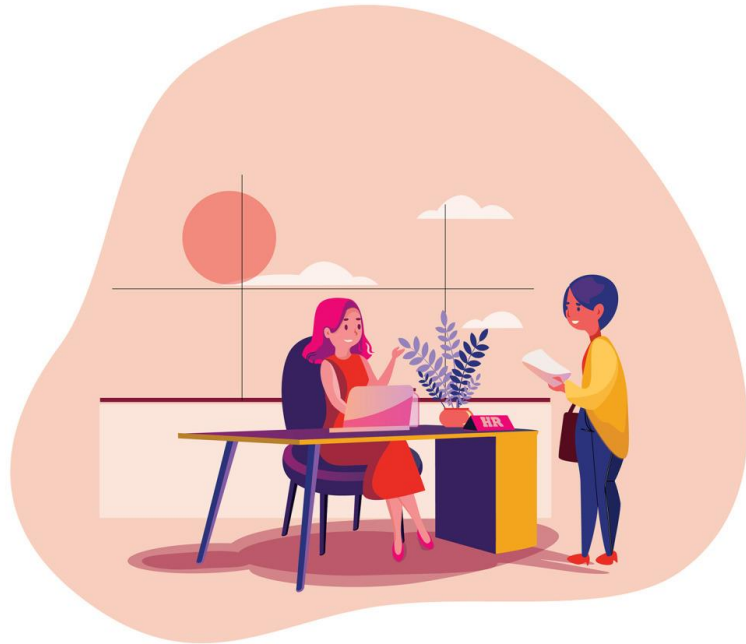
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What we are going to cover



- Interview preparation
- Company research
- Different types of interviews
- Tell me about yourself
- Competency based interviews
- STAR model

Preparing for an interview



- Reading the job description
- Reviewing your CV/application
- Company research
- Prepare a list of questions
- Plan logistics
- Practice

Company Research

- Website
- News and recent events
- Social Media
- Company culture, mission, values
- Clients, products, services, competitors
- Employee/Employer Insights
- Reports



Company Research

1. Where do they make their money

- Main products/services
- Contributors to sales/profits
- Geographic spread
- How has this changed over last 5 years

2. Competitors

- Who are they
- Is their market concentrated or fragmented

3. Recent Developments

- Significant recent announcements – have at least 2 *(also useful for asking them questions at end of interview)*
- Check Google news and investor presentations

4. Key Challenges

- Top 3 challenges / opportunities
- Read CEO statements for clues

5. The Employees

- Who do I know working there
- What can I ask them in preparation for the interview
- LinkedIn invitations

Types of Interviews

- One to one
- Panel
- Phone
- Video
- Group

- Competency based
- Strengths based
- Psychometric tests
- Technical

Live Video Interviews



- Skype, Zoom, MS Teams or other video conferencing software
- Similar to a face-face interview
- Quiet, private, well-lit and free from distractions
- Ensure your internet connection is stable
- Check that your computer's audio and camera are working
- Test the video conference platform in advance

Top tips

- Outfit
- Position of your camera
- Lighting
- Social cues

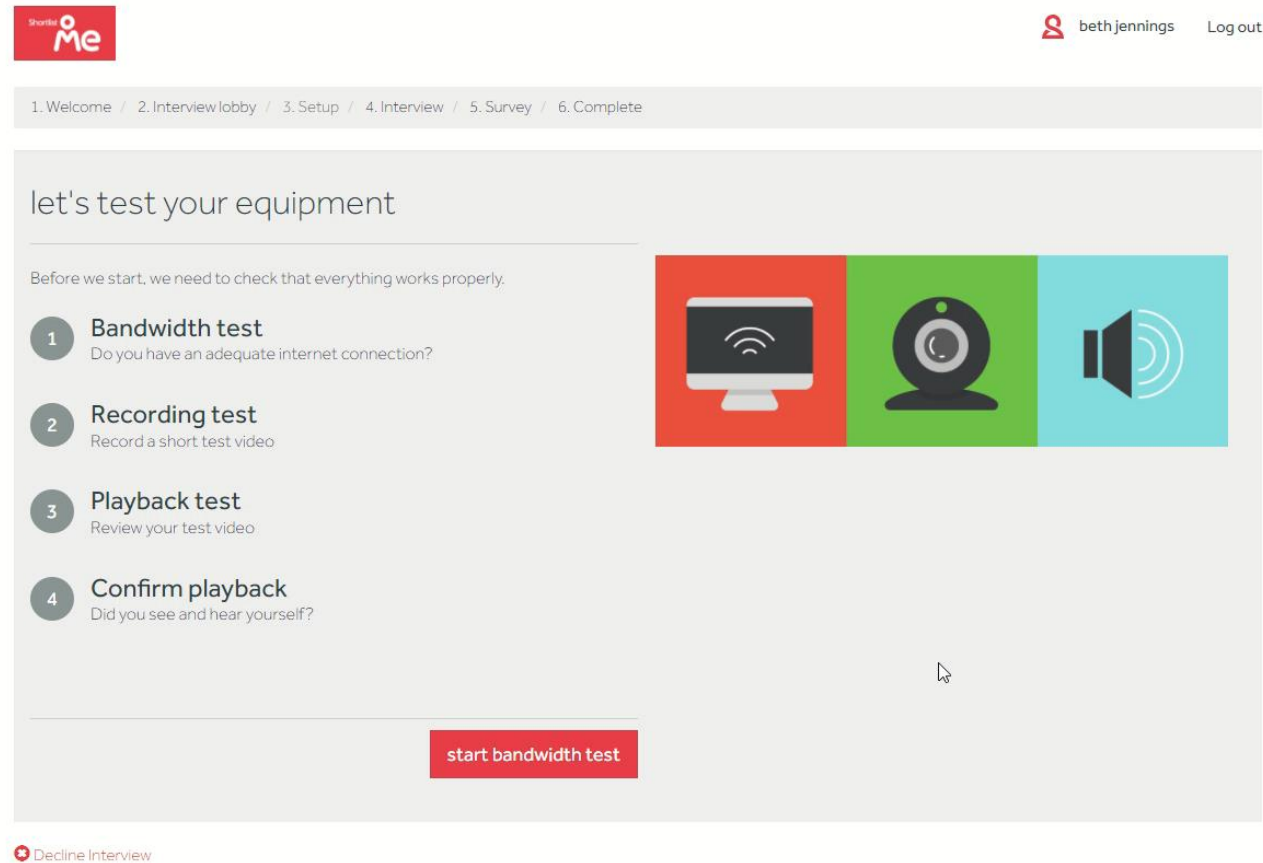


Recorded Video Interviews

- You receive an email from the employer inviting you to an interview
- The email contains a link to your interview
- You have up an allotted to complete the interview
- You can do some practice questions on the site before you start (*not seen by employer*)



Shortlist Me



The screenshot shows the 'Shortlist Me' interface. At the top left is the logo, and at the top right is the user name 'beth jennings' with a 'Log out' link. A breadcrumb trail reads: '1. Welcome / 2. Interview lobby / 3. Setup / 4. Interview / 5. Survey / 6. Complete'. The main heading is 'let's test your equipment'. Below this, a sub-heading says 'Before we start, we need to check that everything works properly.' To the right of the text are three icons: a computer monitor with a Wi-Fi symbol, a webcam, and a speaker. On the left, there is a numbered list of four tests: 1. Bandwidth test (Do you have an adequate internet connection?), 2. Recording test (Record a short test video), 3. Playback test (Review your test video), and 4. Confirm playback (Did you see and hear yourself?). At the bottom right, there is a red button labeled 'start bandwidth test'. At the bottom left, there is a red cross icon followed by the text 'Decline Interview'.

Shortlist Me

beth jennings Log out

1. Welcome / 2. Interview lobby / 3. Setup / 4. Interview / 5. Survey / 6. Complete

let's test your equipment

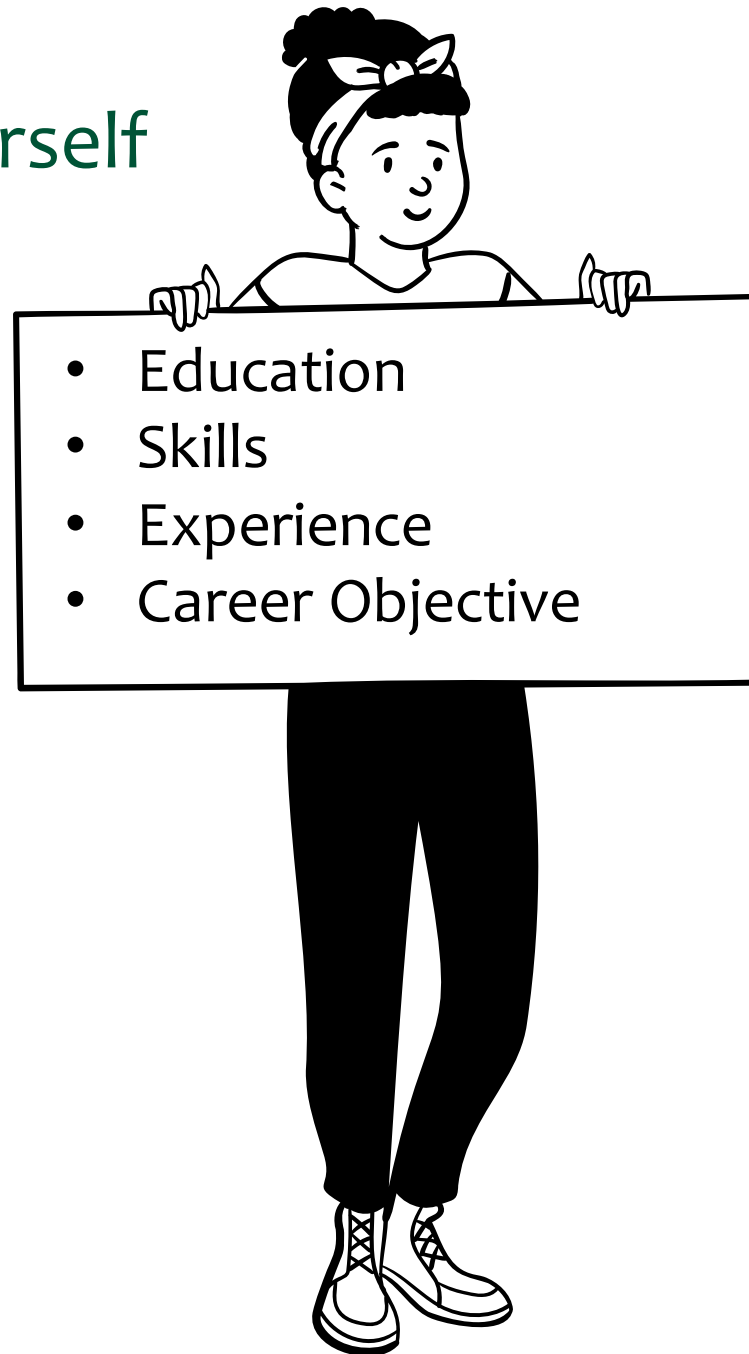
Before we start, we need to check that everything works properly.

- 1 Bandwidth test**
Do you have an adequate internet connection?
- 2 Recording test**
Record a short test video
- 3 Playback test**
Review your test video
- 4 Confirm playback**
Did you see and hear yourself?

start bandwidth test

Decline Interview

Tell me about yourself



- Tailor your answer
- Keep it professional
- Keep it positive
- Be succinct

Tell me about yourself - example

I've always enjoyed writing and public speaking, even going back to school. This led me to pursue writing-related passions, for example in college, where I was an editor for our college newspaper. In addition to writing, I got to learn how to manage a team and the writing process.

After college, I got a job as a social media manager, writing social content for the company blog, I asked to work on the communications plan for a product launch which is where I discovered my interest in product marketing.

After switching to a product marketing role and managing the two most successful new product launches last year, I realised I'm excited to take on a new role. I've learned I work best on products that I love and use, and given that I'm a big user of your company's products I jumped at the chance to apply when I saw this role.

Competency-based interviews

- Very popular with larger employers and especially with graduate recruiters
- Idea behind them is that past behavior can be an indicator of future performance
- Easy to compare and score candidates against others
- Your answers will be scored against predetermined criteria
- Structured list of questions each focused on a specific skill needed for that job



Competency questions

- Tell me about a time when you had to
- Can you describe where you have had to
- Give me an example of



Key competencies

- Adaptability
- Commercial awareness
- Communication
- Conflict resolution
- Decisiveness



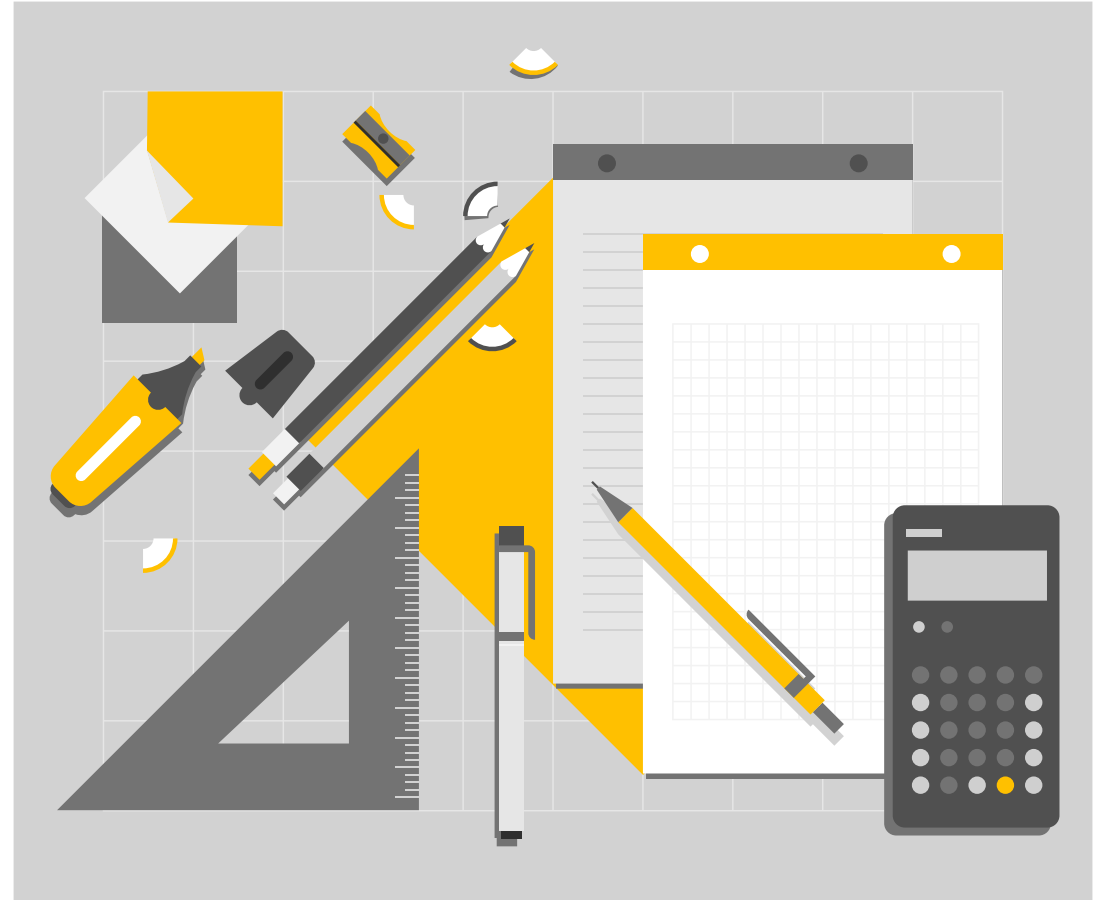
Skills and experience that will lead to success

Graduates or soon to be graduates in a third level qualification in an Analytical, IT or Business-related field . In addition to that, you will have:

- High data literacy skills with the ability to identify key insights from your analysis
- Visual design focus to maximise user experience and impact
- Technical knowledge of SQL, Python, Scala, Javascript or C# .NET would be advantageous
- Team player - data analytics requires cross-functional collaboration to move from concept to commercial data driven products
- Self-motivated and enthusiastic, with excellent interpersonal skills
- Self-organised , effective in managing your own time
- Pitching and storytelling - potential to communicate to stakeholders in a compelling way
- Ethics and privacy - ability to think deeply with regard to ethical consequences of work .

Competency based questions

- Describe a situation when **you** worked in a team to achieve a goal. What was **your** contribution to the team's success and what would **you** do differently in a similar situation in the future?
- Describe how **you** analysed a complex issue or problem to reach a decision. How did **you** evaluate the decision **you** made?
- When have **you** had to deal with an unexpected or changing situation? How did **you** cope with this uncertainty?



How to answer competency-based questions



Use the STAR(R) method to structure your answers

- **(S/T) – Situation or Task.** Here you describe the event. It's important to bring the event to life. Numbers work well here to create a clear picture. For example – instead of stating “a busy reception switchboard” you could say “transferring over 50 calls an hour”.
- **(A) – Action.** This is what **you** did, or the body of the story. It's where you provide details about actions **you** took and how **you** behaved during the situation. The most common mistake at this stage is to use the word “**We**” instead of the word “**I**” when describing actions. Doing this will dilute your contribution.
- **(RR) – Results/Reflection.** This is where you state the outcome of the situation. Another useful tip is to highlight what **you** learned from the event/situation at the time and how, if it was negative event, **you** have made steps to prevent a reoccurrence.

UL Interview Skills Booklet

UL Interview Skills

This booklet takes you through most of the common scenarios at graduate recruitment interviews and gives you advice on how to prepare for and do your best at interview. Once you have secured that all important interview, be sure to book an appointment with a Careers Advisor, to ensure that you are fully prepared for your interview.

Best of luck!

UL Cooperative Education & Careers Division

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Booking an appointment



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CV Clinic

Before booking:

The University has invested in a 24/7 CV feedback platform, called ... [Find out more](#)

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Career Consultation (Online)

Meet a Careers Advisor to discuss:

- Mock Interview
- Job Search
- Further Study <... [Find out more](#)

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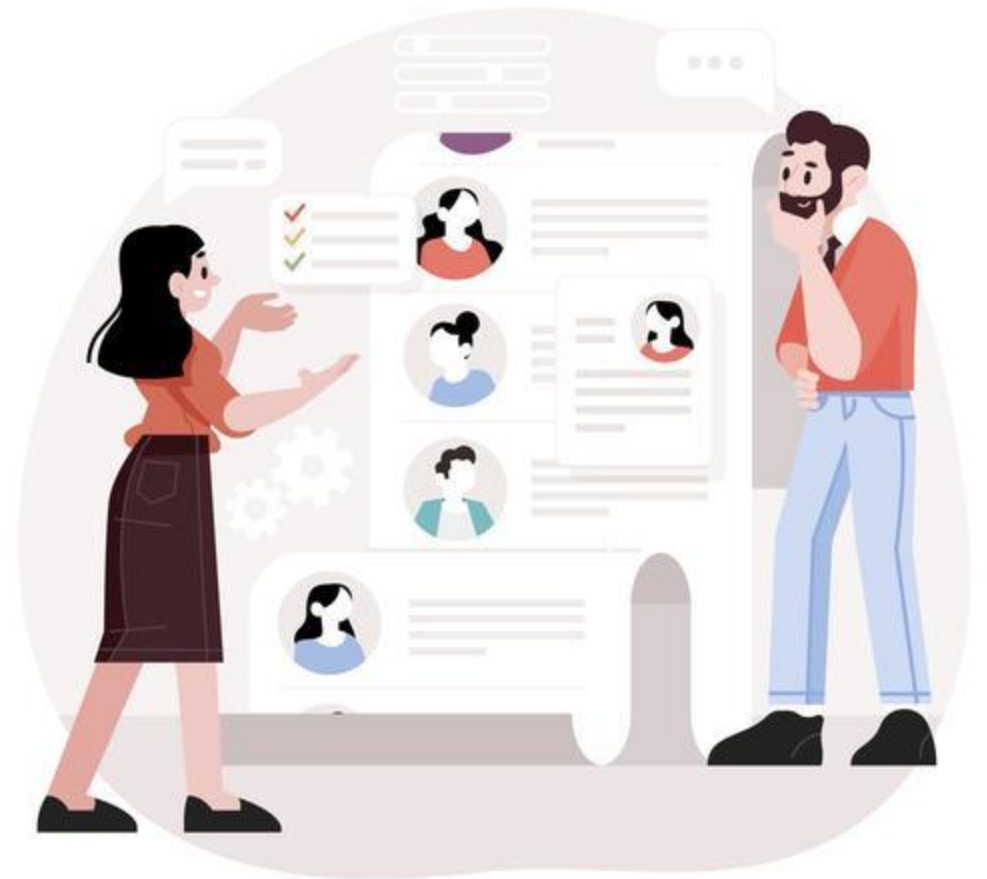
Next steps

- UL Interview Skills Booklet
- Check out our YouTube channel
- Use the Shortlist Me
- Book an appointment with a Careers Advisor



Recap

- Different types of interviews
- Company research
- Video interviews
- Tell me about yourself
- Competency based interviews
- STAR model
- Next steps



Thank you



University of Limerick,
Limerick, V94 T9PX,
Ireland.
Ollscoil Luimnigh,
Luimneach,
V94 T9PX, Éire.
+353 (0) 61 202020

ul.ie