

Communication skills

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CMM201

Lecture 6



Lecture

Section 2

Following up

Negotiating

Section 1

Interviewing

The Job-Seeking Process

What is the job-seeking process?

Seeking a job is a multifaceted process that is part research, part performance, and part roller-coaster ride.

The job-seeking process involves six stages

Exploring,

Interviewing,

Researching,

Following up,

Applying,

Negotiating,

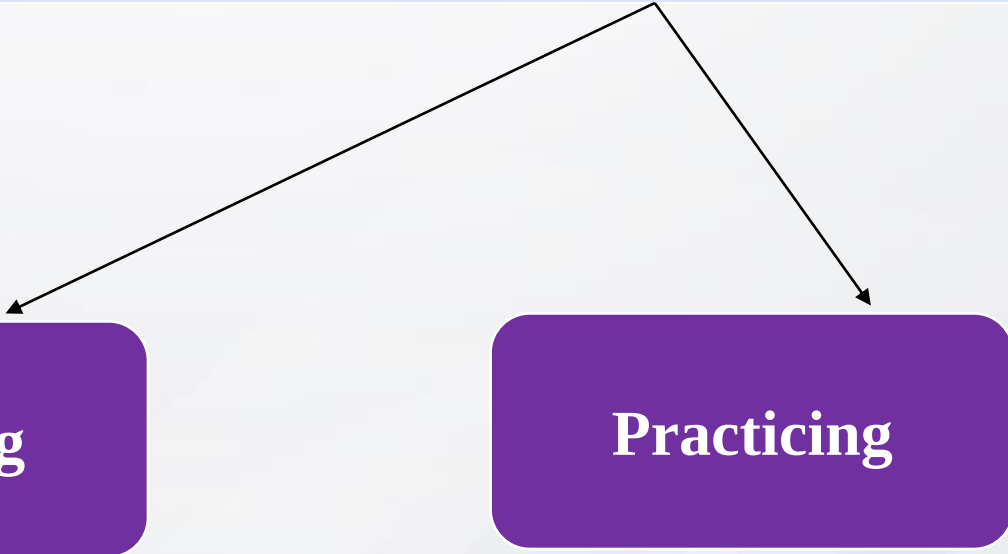
Section One

Before

Interviewing

Interviewing

Although securing an interview is an exciting milestone in the job-seeking process, you're still several steps away from being hired. To land the position, you must do two important tasks:



Preparing

Practicing

Interviewing

Preparing

Message

Appearance

Bad news

“YOU CAN NOT KNOW ALL THE QUESTIONS”.

Good news

WE CAN GUESS CORRECTLEY

Preparing your Message

What should you know to prepare your message?

Your résumé and cover letter.

Your skills

The qualifications you have

The job posting

The company info

The qualifications the job requires

In the end, you should be ready to discuss specific examples, stories, and experiences that are relevant to the position.

Interviewing

Preparing your Message

Anticipating Questions

You can never be 100% certain about what's going to be asked during the interview, but you can make some educated guesses.

Be certain to practice both behavioral questions and traditional questions. Behavioral questions explore how you have handled past situations and ask you to respond to hypothetical situations.

For Example

“Tell me about a time when you had to meet a very short deadline” or “Give me an example of a time you served as a leader.”

Preparing your Message

Traditional questions include some of the old standards listed below:

Tell me a little about yourself.

Why did you apply for this position?

What are your strengths? What are your weaknesses?

What are three words that describe you?

What makes you qualified for this position? Why should we hire you?

What are your short-term goals? What are your long-term goals?

Do you have any questions for us?

Interviewing

Preparing your Message

Scripting Answers

The purpose of practicing is not to guess the exact questions that will be asked—it's to learn to professionally present important information about your qualifications for the position and your fit in the organization.

Criteria of Scripting Answers

Directly answer the question.

Back up your answer with a specific example, that supports your answer.

Connect the answer back to the company and/or the position.

Interviewing

Preparing your Message

For Example

Criteria of Scripting Answers

you are applying for a position managing a retail team for Company A. The interviewer asks, “Have you had much experience working with groups?” Begin by answering the question: “Yes, I have had extensive experience working with groups, both as a group member and as a leader.” That would be an average answer.

Interviewing

Preparing your Message

For
Example

Criteria of Scripting Answers

You don't want to miss this opportunity to highlight your experience, so extend your answer to include an example:

Yes, I have had extensive experience working in groups, both as a group member and as a leader. For example, last semester, I worked with a group of graduating seniors on a semester-long marketing project. It was a challenging experience, because the majority of the group had senioritis. At first, they didn't care much about the assignment, but I knew I could change that attitude, so I volunteered to be the leader. Once I was elected, I made certain everyone in the group participated when selecting the topic. This helped get everyone involved from the beginning. Then we divided the project into manageable pieces that allowed everyone to have a balanced workload and a sense of ownership. In the end, we received the highest grade in the class.

Interviewing

Preparing your Message

For
Example

Criteria of Scripting Answers

This is a good answer, but to turn it into an excellent answer, the job seeker needs to take one more step by relating the answer back to the position and the organization:

In fact, one of the things exciting to me about working for Company A is the opportunity to lead teams. I realize the challenges on the job will be different from what I faced in the classroom, but that is precisely the kind of challenge I am looking for in a position.

Interviewing

Preparing your Message

Answer questions strategically

When it comes to answering questions, you want to be strategic. Answering strategically means discussing and emphasizing your skills and experiences that relate to this position.

It does not mean you can lie, exaggerate, or fudge your answers. Lies, even little white lies, are unethical in any interview situation. If you have to lie to get the job, then this is not the right job for you.

Interviewing

Preparing your Message

Steps to answer questions strategically

Emphasize your desire to work for a company that has been recognized for excellence

Highlight your excellent customer service skills.

Don't ask about salary, benefits, and vacation. That comes after they offer you the job.

Ask questions about company and position to get additional information.

Preparing your Appearance

Interviewing

Clothes

Your interviewing attire is in a sense a uniform that identifies you as a professional. The main piece in an interviewing uniform is the standard business suit.

For men, that suit includes a jacket and pants.

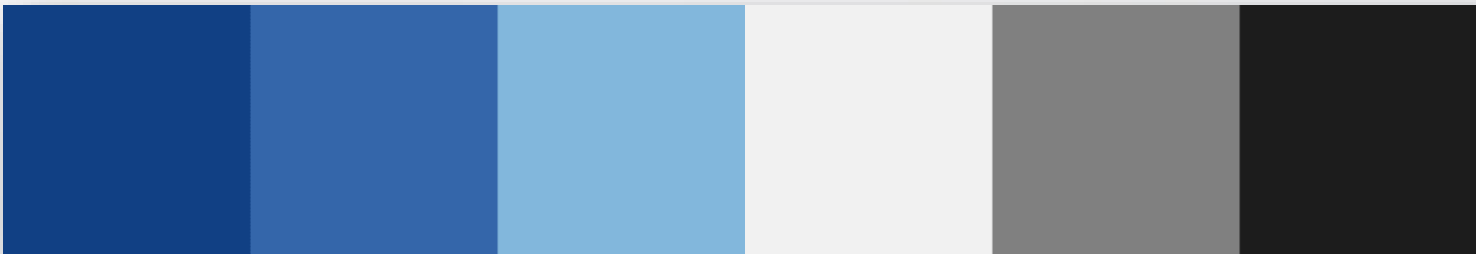
For women, it includes a jacket and skirt. Many female students question the necessity of wearing a skirt. For better or worse, even in the 21st century, the standard interviewing uniform for women is the suit with a skirt.

Interviewing

Preparing your Appearance

Colors

Black, dark gray or dark blue.



Brands

Interviewers do not expect to see new college graduates in expensive, designer-label suits, nor do they expect to see them in ill-fitting suits. When purchasing your suit, the fit is extremely important.

Interviewing

Preparing your Appearance

Shoes & Socks

Shoes should be black. Socks should be dark, over-the-calf dress socks that correspond with the outfit.

Jewelry

Both men and women should carry a briefcase, portfolio, or some sort of professional bag. Under no circumstances is it acceptable to carry your backpack.

Jewelry

For women, the rule of thumb for women is no more than five pieces of jewelry. Those five pieces consist of a watch, a pair of earrings (counts as two pieces), a necklace, and a wedding/engagement ring. The earrings should be small posts, and the necklace should be very simple.

For men, Men should keep a two-piece rule in mind for jewelry: one watch, as long as it appears professional with the suit, and one ring, such as a wedding band.

Skills for the Job Interview

Skill	Strategy	APPLICATION
Review your résumé/cover letter	Check to see if your résumé/cover letter fits the job requirements and adjust if necessary.	Align your skills and experience to correlate with requirements listed in the job description.
Understand your personal selling points	Identify what key skills and experience you can offer to the employer.	Do a self-assessment that highlights your strongest qualities, and intertwine those with your listed professional skills.
Prepare answers to expected questions	Be prepared to answer what can be expected of you about the job, and identify the key message you want to get across.	Gain feedback from other professionals already in the industry, as well as their own personal job interview experiences.
Practice delivery	Make sure you can deliver your answers with the utmost confidence.	Practice several times in front of family, friends, or any other willing audiences.

Interviewing

Practicing Answers

Mock

Reading questions and thinking through the answers is an effective way to begin practicing, but to be fully prepared, you must take part in mock interviews. Enlist the help of family members and friends to run through questions with you. Have different people take different approaches to the interview. Have some mock interviewers smile and give you a lot of feedback. Have others be stern and cold and provide little feedback.

Interviewing

Practicing Answers

Video Recording

Prepare for your mock interview video just as you would prepare for a real interview.

Think through the questions you are likely to be asked, and prepare answers for them.

Bring all the energy to your mock interview video you would bring to a real one.

The second you enter the room to sit down before the camera recording your mock interview, your interview has begun. Focus on making a good impression in the way you greet your interviewer and shake her hand, take your seat, present your resume and respond to questions. Ignore the camera completely, and avoid looking directly at it. Instead focus all your energy and attention on your interviewer.

Interviewing

Practicing Answers

Video Recording

Watch your mock interview video

The value of a [recorded mock interview](#) is that you get to see yourself through neutral eyes. Start by turning down the audio on your video and just watch yourself. Take a look at what you're wearing, and see if it looks as good when you're sitting down as it did when you looked at yourself standing before your bathroom mirror.

During

Interviewing

Interviewing

Once you arrived,

Arrive for the interview at least 10 minutes early.

Treat everyone from the parking attendant to the receptionist to the CEO with the same level of professionalism and respect.

While you wait,

The way you sit in the lobby, the way you greet the receptionist and the interviewer, and the way you wait, will all have an impact on whether you are going to be considered for the job. Be friendly and pleasant, but not overbearing. If you need to wait, sit quietly (no phone calls) and patiently.

Once you meet the interviewer,

Shake hands with the interviewer. Your handshake should be firm - not sticky or wimpy.

Interviewing

Once you enter the room,

Your Posture:

- When you take your seat, be sure to sit up straight and avoid slouching.
- You can lean forward a little to show your interest. The goal here is to appear natural, confident, and enthusiastic.
- Avoid any body language that could be construed as showing disinterest or desperation.
- Don't lean back (you'll look too relaxed or lethargic) or fidget (you'll look nervous or immature) and don't invade your interviewer's personal space (you'll look like a stalker).
- Keep the social space (4 to 12 feet), which is the distance at which we usually talk to strangers or conduct business.

Interviewing

Once you enter the room,

Your hands and feet

- Keep your feet on the floor and your hands positioned naturally. If you're not sure what to do with your hands, keep them folded loosely in your lap or on the tabletop.

Your eye contact

- Maintain eye contact in a natural way. Just don't stare fixedly at your interviewer. That can seem creepy or robotic. Listen carefully and smile and nod as appropriate.

At the end of the interview,

Once the interview is over, when you thank your interviewer politely for her time, shake her hand professionally and smile. On your way out, say goodbye to the receptionist or anyone else you spoke to during the interview.

Interviewing

Questions,

Illegal Questions.

According to the Civil Rights Act, employers may not consider race, color, religion, sex, national origin, disability, or age when hiring or promoting employees. Therefore, they legally can't ask questions related to these categories.

If you faced this situation, what should you do?

First, you answer their questions

Second, you answer the question and then ask why that question was asked at the first place.

Third, you just simply tell them that it is illegal to ask such questions or how this question can be related to the job posting?

Interviewing

Questions,

Salary Questions.

Although you should never bring up the issue of salary prior to being offered the position, you should be prepared in case the interviewer asks about your salary expectations.

To prepare, you need to:

Research the appropriate pay for the position you are seeking. Be sure to examine pay-scale variations related to credentials, experience, and location.

How to answer?

Diplomatic answer: “I expect a salary that is competitive in this market.”

Specific answer: give a range starting with the employer’s probable salary and ending with a little above what you are willing to accept.

Types of interview

Face-to-face interviews

Face-to-face interviews also come in a variety of formats, which include the following:

The standard one on-one interview,

A series of one-on-one interviews,

Panel interviews,

Interviews with multiple interviewees.

The same rules that apply in the standard one-on-one interview apply in each of these settings, but keep a few things in mind for each context.

Types of interview

Face-to-face interviews

Take care of,

In a series of one-on-one interviews, you may feel as though you are repeating yourself. But remember, each interviewer is hearing your information for the first time, so not only it is okay to repeat yourself, it is necessary.

In a panel of interviewers, always acknowledge the person who asks the question but address your answer to (and make eye contact with) the entire group when responding.

In an interview with other interviewees, always treat your competition with respect and professionalism. The way you treat the other candidates is indeed part of how you will be assessed.

Types of interview

Zoom interviews

Use the mute button

Keeping yourself on mute as they speak can help your interviewer feel more focused on what they want to tell you.

Look into the camera while speaking

Maintaining eye contact with your interviewer is a sign of confidence and respect. Look into the camera as you are speaking. This creates the illusion that you are looking at them rather than yourself or the screen.

Choose a professional background

Choose an area that is tidy and free of clutter. Make sure your background is sparse rather than busy and only has professional-looking items in the background. Setting up in front of a blank wall or a few tasteful decorations shows that you are organized and pay attention to detail.

Types of interview

Zoom interviews

Find a brightly lit room

Setting your interview space facing a window that lets in a lot of natural lighting is a great way to make yourself more visible. Your interviewer needs to be able to see your body language and facial expressions during your Zoom interview.

Silence your phone

Before your Zoom interview, silence your phone and put it away. This way, you can focus on the interview rather than a text message or phone call.

Find a good internet connection

Test out your connection where you plan to sit during your interview. Moreover, make sure you are connected to the internet during the interview.

Types of interview

Zoom interviews

Use appropriate body language

One benefit of using video chat rather than a phone call is that you get to see each other's body language. During your interview, sit up tall with your hands in your lap and your feet on the floor. While you speak, you may use your hands as well if that's natural for you. As your interviewer speaks, use nonverbal cues such as nodding and smiling to show that you are listening.

Ask your interviewer questions

Make sure to listen throughout your interview so you only ask questions about topics the interviewer hasn't covered yet. Appropriate questions could be about the company's culture, this role's responsibilities or what the interviewer enjoys most about the company.

Section Two

Following-up

Following-up

Thank you email

Your first step should be to send a thank you email to the interviewers within two days of the interview.

Following up email

You should send a follow up email in case you have never heard from the company within 14 days of the interview.

Here are a few pointers:

1. Address the person you are emailing by their first name
2. Mention the job title of the role you're following up about and the date you interviewed to refresh their memory
3. Confirm that you're still interested in the position and that you are eager to hear about next steps
4. Finally, ask for an update

Following-up

After more two weeks,

If the company doesn't respond to your initial follow-up email, I'd send a second email to the same person after another week or two has passed. Do this by replying to your original follow-up email so that your entire correspondence is included in this second email.

Example:

Hi [Hiring Manager's Name],

Just wanted to follow up on my previous email (below). Do you have any updates to share regarding the [job title] position? Please let me know whenever you have time if I am still in the running for the role.

Thank you!

Negotiating

Negotiation

Definition

Negotiation skills refers to the ability to bring about agreement on a decision through discussion, so as to achieve win-win situation.

Before you negotiate, you need to:

Research salary norms, as well as benefits and other perks, for the industry, the region, and this organization.

Evaluate the offer by taking into account the entire compensation package, not just the salary.

Types of interview

How to Negotiate?

Help them understand why you deserve what you're requesting.

It's not enough for them to like you. They also have to believe you're worth the offer you want. Never let your proposal speak for itself—always tell the story that goes with it.

Make it clear they can get you.

People won't want to expend political or social capital to get approval for a strong or improved offer if they suspect that at the end of the day, you're still going to say, "No, thanks." If you intend to negotiate for a better package, make it clear that you're serious about working for this employer.

Understand the person across the table.

Companies don't negotiate; people do. And before you can influence the person sitting opposite you, you have to understand her. What are her interests and individual concerns?

Types of interview

How to Negotiate?

Understand their constraints.

They may like you. They may think you deserve everything you want. But they still may not give it to you. Why? Because they may have certain ironclad constraints, such as salary caps, that no amount of negotiation can loosen. Your job is to figure out where they're flexible and where they're not.

Be prepared for tough questions.

Many job candidates have been hit with difficult questions they were hoping not to face: Do you have any other offers? If we make you an offer tomorrow, will you say yes? Are we your top choice? If you're unprepared, you might say something inelegantly evasive or, worse, untrue. My advice is to never lie in a negotiation.

Pick the most important issues to Negotiate.

Don't simply mention all the things you want—A, B, C, and D; also signal the relative importance of each to you. Otherwise, may pick the two things you value least, because they're pretty easy to give you, and feel like meeting you halfway.

Types of interview

How to Negotiate?

Consider the whole deal.

Sadly, to many people, “negotiating a job offer” and “negotiating a salary” are synonymous. But much of your satisfaction from the job will come from other factors you can negotiate—perhaps even more easily than salary. Focus on the value of the entire deal: responsibilities, location, travel, flexibility in work hours, opportunities for growth and promotion, perks, support for continued education, and so forth.

Remember

What's not negotiable today may be negotiable tomorrow.

Leave a good impression even if you declined the offer

Thank you