

Why Practicing Interview Techniques is Important

So you have been able to land an important interview and you are getting advice to secure that job. You have probably read a lot of articles and suggestions regarding interview technique. But why bother? Can't you just wing it? The answer is yes you can, but you probably won't get the job!

Ever heard the term 'practice makes perfect'? It's the same with interviews. Whilst you don't want to come across as over rehearsed you don't want to be seen as unprepared either. So how can you find the balance?

Your aim for the interview is to come over as calm, interesting and interested. It's very difficult to be calm if they ask you a question you know nothing about. It's hard to be interesting if you drone on and on about yourself, not being concise and without drawing on the important facts you wish to display. You won't appear interested in the company and where they are heading or how you can add value to it if you haven't researched them.

The key to a good interview is to be prepared and confident, which is impossible without some preparation. The main areas to focus on for preparation are:

- Employer Research- Enabling you to become familiar with the ethos of the company, where they are heading, how you can add value and how they have performed previously.
- Research Questions- Have a look at some other articles on interview questions and preparation.
- Hold a Mock Interview- Practice and become familiar with the types of questions you might be expected to answer. Make sure you focus on questions regarding the company, your experience, education, ambitions and interests. Also as interviews become more competitive employers are now asking more work based questions, 'How might you deal with x?' Or, 'What might your approach be if ...'

My view is as long as you don't behave like a robot you can't really go wrong. It's much better to be over prepared and expect the unexpected than to be caught off guard and be in the rather embarrassing situation of having tell your potential employer that you're not quite sure what he is asking you about.

If you hold a mock interview and are familiar with the types of question that maybe asked and have some semi-prepared answers then you will come across as calm and confident, a definite 'Yes' for any candidate!