Top Interview Tips
What is the Purpose of an Interview?

Employers are trying to determine **if you are a good fit for the position and the company**

- Do you have the necessary skills and experience to be successful in the job?
- Is your personality a good match for the position and for the company?

You should also be attempting to determine if the employer/position is going to be a good fit for you.
Before The Interview
Research The Company

Where to look:

- **Company website**
  - “About the Company” section
  - Mission statement

- **News articles**
  - Shows that you are knowledgeable of current events & invested in the company

- **Glassdoor.com**
  - Company profiles
  - Interview information
  - One year unlimited access with .edu email address

- **Social Media**
  - LinkedIn
Hulu Overview

Hulu is a premium streaming TV destination that seeks to captivate and connect viewers with the stories they love by creating amazing experiences that celebrate the best of entertainment and technology. As we pursue this mission, we strive to continue to redefine and reinvent... Read more

Mission: Why We Exist! To captivate and connect people with stories they love by creating amazing experiences. Our Vision We aspire to be a must-have entertainment & technology brand that is celebrated for continuing to redefine TV.

Hulu Video

COME POWER PLAY
Prepare For Common Interview Questions

Tell me about yourself.
- What do I want to make sure they know about me?
- Should serve as a summary of your education, experience & skills

Why do you want to work for us?
- What makes this company unique?
- How does working for this company align with my goals?
Prepare For Common Interview Questions

Tell me about yourself.

- State your name, major, and position you are seeking

- Relate your background to the employer’s needs - Think relevant skills, experiences, qualifications

- What can you offer the organization and what do you want the organization to know about you?

- Practice until the information is fluid and conversational – Not rehearsed
Hello. Thank you again for inviting me to interview. As you may already know, my name is XXX and I am currently a senior studying Marketing at Cal State Long Beach. I am very excited to begin my career as a Market Research Analyst. In a course at Long Beach where we conducted surveys, focus groups and in-depth interviews, I was able to develop skills in the field that I can apply to the position you are hoping to fill. I helped XYZ Corporation rethink their university marketing campaign, and increase response rates by 10%. I would love the opportunity to apply my experience and education in your organization.
Prepare For Common Interview Questions

What is your biggest weakness?
- Avoid clichés and direct requirements of the job
- Talk about something you are able to change
- Focus on how you have already been improving and how you will continue to do so

Where do you see yourself in 5 years?
- Demonstrate that you have career goals
- Avoid topics that indicate you are likely to leave the company

Why should we hire you?
- Try reframing it as “How are you qualified for this job?”
- What unique skills and experience do you bring?
WELCOME TO THE CAREER DEVELOPMENT CENTER

The mission of the Career Development Center (CDC) is to guide students through the process of educational, career and personal development for the global workforce.

JCPenney
SUIT-UP EVENT
STUDENT

The Career Development Center staff provides assistance regarding career exploration and development tailored to your specific professional needs. We can help during every step of the career decision making process, whether it is learning about majors and career options or finding the right internship or career position. We are your best resource for job outlook, salary and employment trend information and are equipped to provide you professional career advice.

Start by registering on CareerLINK, your portal to career services, Jobs, and Internships.

To learn more about CareerLINK, view these videos.

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Jobs Search Process

Conducting a job search is a process that many can find time consuming and overwhelming. It is essential to remember that searching for a job requires your active participation.

The Career Development Center offers online resources that outline how to prepare for a job interview, how to network and how to handle salary and job negotiations; as well as in-person preparation with drop-in counseling and individual career counseling appointments. Get one step closer to a job today!

Explore
- Networking Techniques
- Interviewing for Information

Prepare
- Resumes & Cover Letters
- Interviewing for the Job
- Salary & Job Offer Negotiation
- CandidCareer Videos - Get Hired!

Workshops & Events
- Career Workshops
- Employer Info Sessions
- Job Fair
- Internship Events
- Drop-In Career Advising

CareerLINK
Your portal to career services, jobs, and internships
- CareerLINK - Exclusive CSULB Jobs & Internships
- Videos: Learn how to use CareerLINK
- More Jobs & Internships - Search national job postings
- Going Global - Worldwide Job & Internship listings & career Information
- CareerShift - Online job hunting and career management tool
JOBS SEARCH PROCESS

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An interview typically results from an effective presentation of your resume. The resume provides a snapshot of how your qualifications match those identified in the job announcement. It is now up to you to take advantage of this opportunity. Interviewing Techniques workshops are offered by the Career Development Center throughout the academic year.

- JOB INTERVIEW TIPS
- INTERVIEW PREPARATION
- BEHAVIORAL INTERVIEW
- QUESTIONS ASKED BY EMPLOYERS
- QUESTIONS FOR APPLICANTS TO ASK
- THANK YOU LETTER TIPS
Prepare For Behavior-Based Questions

“Tell me about a time when...”

**STAR Method**

**S-Situation**
• Describe the situation

**T-Task**
• What was the task at hand?

**A-Action**
• What action did you take?

**R-Result**
• Discuss positive results or lessons learned
Behavior-Based Questions: Strategies

- Consider why the employer is asking you this question
  - Is he/she trying to assess skills/personality?
  - Provide an example that demonstrates those skills

- What if you don’t have a good example?
  - Provide the employer with the next best example you have
  - If you can’t come up with any relevant examples, say what you would do if the situation were to occur

- Focus the majority of your answer on the “Action/Results” sections

- The result of your example doesn’t have to be a positive outcome; it could be an important lesson you learned
Tell me about a time when you had to deal with an uncooperative group member.

**S-Situation/T-Task**
- In my Business Communications class, we were assigned a group research project. One of the group members was often late to our group meetings or missed them altogether. This was causing resentment in the group, and we were struggling to stay on schedule.

**A-Action**
- I spoke to this group member individually, and I asked her if everything was ok. She told me that she had been having car problems and that it was difficult to get to campus for our meetings. I recommended that we talk with the other group members and see if we could meet closer to this group member’s house.

**R-Result**
- The rest of the group agreed to meet at a different location, and everyone was able to make it to the remainder of our meetings. We completed the project on time and earned an A.
Practice, Practice, Practice!

Just because you know **what** you’re going to say doesn’t mean you know **how** you’re going to say it

- Record a practice interview with InterviewStream to observe your speaking patterns and body language
- Schedule a virtual mock interview or interview coaching with a Career Counselor
- Practice with your friends and/or family depending on where you’re based at
Welcome to InterviewStream! Here you will find valuable resources to assist you with your interviewing development. Before you get started, make sure to view the InterviewWebinar and Expert Tips for advice on all things interviewing. Once ready, you can then conduct interviews and request feedback from anyone with an email address.

**Assignment/Self-Registration**

- Enter Assignment Code
- Register

**Messages**

**CONDUCT AN INTERVIEW**
Create a new interview.

**WATCH MY INTERVIEW**
View an existing interview.

**MOBILE INTERVIEW**

**OVERVIEW**

- 1 number of Assignments for this company or institution
- 0% percentage of mobile versus computer site usage
- 33 number of interviews in the past 30 days
Let us know how you would like to interview.

**CREATED FOR ME**
Choose from an interview your career center designed for you.

**CUSTOM**
Customize your own interview using 7000+ pre-recorded questions.
Virtual Interviewing
Zoom

- Free
- Most likely to be used
- Available through Single Sign-On (SSO)
Google Hangouts

- Free
- May need a Google account to access
Hi,

Get started by calling or messaging a friend below.
Skype

- Free
- Requires a Skype account
Practice, Practice, Practice!

- Download the correct software well in advance of the interview
- Practice with a Career Counselor, family or friends
- Conduct a final test run a few days before the interview to check your equipment
Day of the Interview
Wear Professional Attire

- Know the company culture and dress accordingly
- When in doubt, err on the side of more professional and conservative
- Avoid anything too casual, trendy, or revealing
- Don’t be a floating head!
- Groom your hair so that it’s not distracting
Interview Fashion Mistakes To Avoid
Be Prepared: Room Environment

- Conduct your interview in a clean room with a simple background
- Close windows to prevent outside noise from coming in
- Make sure that you’re the only person in the room > Make an “ON AIR” sign for your room
- Check your lighting
Be Prepared: Technology

Video & Audio
- Be sure to check the quality of both
- Have your camera at eye level

WiFi Connection
- Make sure that your WiFi is strong and stable - at least 2 bars - before going into the interview

Electronics
- Turn off any electronics that could go off (e.g. cell phone, smart watch)
Be Prepared: Materials

- Notes for potential and common interview questions, including your research on the company
- A copy of your resume
- Examples of your work, if appropriate
Have The Right Mindset

**Be Present**
- Be engaged in the conversation

**Be Authentic**
- Be yourself
- Don’t be afraid to ask for a moment before answering a question
- It’s okay to say you don’t know the answer to something
  - Offer to look it up, and get back to the interviewer

**Be Positive**
- Talk positively about your experiences
  - Don’t apologize or minimize your qualifications
- Never speak poorly of previous employers
Ask Questions

- Asking questions shows that you’re invested

- Sample questions:
  - Why did you choose to work here?
  - How would you describe your company culture?
  - What is the natural career progression for employees with my skill set?
  - What qualities do you think someone needs to excel in this position?
  - What is the next step in the interview process?
After The Interview
Follow Up With A Thank You Email

Send a thank you email within 24-48 hours

- Reiterate your interest in and qualifications for the position
- If there was something you bonded with the employer over, make sure to mention
- Above all, keep the email concise
A survey of employers indicates the following as the worst offenses by recent graduates during interviews (www.careerbuilder.com):

1. Acting bored or cocky
2. Dressing inappropriately
3. Inadequate preparation for an interview
4. Cell phones & other electronic devices
5. Not asking good questions
6. Unprofessional online content posted through social media and blogs
7. Not sending a post-interview thank you note

Others noted:
- Discussions about compensation before a job offer is extended
- Repeatedly spamming employers with your resume and cover letter
Access information on writing your resume and preparing for the interviews.

Log in to CareerLINK via SSO to schedule virtual appointments for Resume Writing, Interview Preparation, Job Search and many more options!