



TPD Tips

6 Ways To Ace Your Job Interview



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Did you know that 33% of employers know within the first 90 seconds of an interview whether they will hire someone?

➤ Do Your Research (and do it thoroughly!)

Any job seeker can find a company page, look up an organization's mission and values, and understand their service lines. Go beyond the basics! In today's world - content is king. Big companies like Microsoft and Amazon record their earnings, and every hot tech startup has a blog. Look for recent articles published about the company - What have they been up to? Who are their competitors? Are they expanding? These are all important areas of interest to know before the interview.

➤ Clean Up Your Social Presence

Did you know that 9 out of 10 employers will search your social media profiles for any red flags? There's no need to scroll back to your tweets from 2011. Apps like 'Social Sweepster' will crawl your profiles, detect profanity in past posts, and then delete them for you! At the same time, it's equally important that you have an up to date LinkedIn profile. Don't forget these key steps!

➤ Share Your Story

In almost any interview - You'll get the typical 'tell me about yourself' question. An unfortunate number of candidates will blow off this question with the mundane walk-through of their educational and professional experiences. Skip that - Your interviewer has seen your resume and will probably ask you directly about your work experience later in the interview. Instead use this question as a platform to be personal and share what makes you - well, you. Not sure how to do this? Think about why you want the job? What motivates you? Did your childhood influence this? How do you spend weekends? Have you lived in other places? These are all great places to start and a show that you're a person, not just a professional.



➤ Understand Your Weaknesses

When asked what some of their weaknesses are, many people overthink this and say something ridiculous like 'I'm such a perfectionist'. Understand that this question isn't about revealing what you struggle most with. Instead, the employer wants to know how you overcome your weaknesses. Rather than rambling about how you're disorganized, talk about what you've done to improve. What progress have you made? Have you put systems in place? Think about a real-life situation and run with it.

➤ Think Situationally

Similar to discussing overcoming your weaknesses, it's important to come ready with other anecdotes from past work. Take a look at the job posting and read through the desired qualifications, or what the day-to-day is like for the position that you're interviewing for. This way, you can highlight certain things you've already done that you know your potential employer is actually looking for. There is also a strong possibility that the interviewer will ask you a 'what would you do in this situation?' kind of question, so it's excellent to already have ideas up your sleeve.

➤ Follow Up

An alarming amount of people forget this step, and it cannot be stressed enough. Your potential employer is taking valuable time out of their day to meet with you. A day or two after your interview, it's crucial that you drop a short email thanking the person for their time. This is the polite and professional thing to do.



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