Interview Preparation

Recruiters will expect you to have prepared for your interview by thoroughly researching the organisation, the industry sector and the job role and effectively translate this research into insightful answers. Visit the [interview preparation](https://le.ac.uk/career-development-service/interviews-and-assessments/interviews) pages on the Career Development Service website to help with your preparation.

Employer Name: Job Role:

How do the company’s key aims and objectives relate to your personal motivations behind applying for the opportunity?

Preparing to answer **Personal Motivation** and **Commercial** **Awareness** questions benefit from thorough research and analysis to ensure you have insightful responses. Please see our website for further information about using the SWOT and PEST(LE) frameworks to help you research and consider how you might use research in your answers. The questions you are asked may vary but the questions below may help stimulate your research:

|  |
| --- |
| **Personal motivations- How does our organisation compare to our competitors?** Consider the **strengths, weaknesses, opportunities** and **threats** currently facing the company. |
| **Commercial awareness- What are the challenges facing the industry?** What impact do **political, economic, social** and **technological** influences have on the future of the sector? |

Your understanding of the role and required competencies and your ability to relate and articulate how your skills evidence your ability to succeed in the role will also be assessed in an interview.

**Give one specific example of how you can evidence that you meet a requirement of the job description**. Use the [STARS technique](https://le.ac.uk/career-development-service/interviews-and-assessments/stars-technique) to help you structure your answer.

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**Assess how effectively you feel you are able to embed all your research into your answers:**

|  |  |  |  |
| --- | --- | --- | --- |
| 1 | 2 | 3 | 4 |
| Little or no research features in answer | Evidence of surface level research, not embedded | Detailed research is apparent and is embedded into answer | Detailed research is evident and is effectively used to inform the answer provided. |

**Action plan: To be completed in your appointment**

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| --- | --- |
| Use the prompts below to plan how you will develop your Interview Preparation so that it meets at least **14 out of 16** on the scoring grid before attending your interview. | **Rating** |
| **Personal motivations-** Are you able to give a genuine and thorough answer that embeds your research and aligns your personal motivations with those that will resonate with the company?  What feedback were you provided and what steps will you take to develop your motivation answers?  1.  2.  3. |  |
| **Commercial Awareness-** Are you able to demonstrate a sound understanding of the situation, show both sides of the argument and offer your own insight?  What feedback were you provided and what steps will you take to develop your commercial awareness answers?  1.  2.  3. |  |
| **Competencies-** How do you effectively relate your skills to the ones required for the prospective role? Are you able to successfully evidence and articulate how your previous experiences demonstrate that you would be successful in the prospective role?  What feedback were you provided and what steps will you take to develop your competency answers?  1.  2.  3. |  |
| **Evidence of research and preparation-** How did you prepare for the interview? How well do you feel you are able to use research in your answers to better articulate you motivations, capabilities and commercial awareness?  What feedback were you provided and what steps will you take to help your research and preparation?  1.  2.  3. |  |

**Please bring this document to any future appointments!**

**Student Signature……………………………………………….**

**Adviser signature…………………................................. Date………………………………………**