

INTERVIEWING & THE POWER OF 30

30-SECOND COMMERCIAL

What would you say if you were about to interview for a job and you ended up meeting the CEO of the company on the elevator ride up to the office? If you have worked on identifying your Values, Interests, and Skills, you should have an idea of what you might include.

However, you can't list everything all at once! People looking for a job are often asked to summarize their experience and interests in a short speech. Sometimes this is called an "elevator speech" or "30-second commercial" because it is the short time recruiters or other hiring managers allow applicants to "sell" themselves before their attention is distracted or disinterest occurs.

Practice your own 30-second commercial in a mirror or with a partner and make sure you include the following details:

- Who are you and who do you help?
- Why are you passionate about what you do?
- What makes you unique?
- How does the current opportunity relate to your goals and aspiration?

Interview TIPS

The most frequently asked question in an interview is "Can you tell me a little about yourself?" – this is a great time to use your commercial

Practice 30-second responses that summarize strengths and answer standard interview questions

Professional attire is not attire you wear to go out at night with friends

Cover tattoos and piercings; have professional attire and conservative styling

Arrive at least 15 minutes early for an interview –account for traffic or other delays

When you meet your interviewer, smile, have good posture, good eye contact, and a firm handshake

Do NOT ask about salary, days off, breaks, or perks

Prepare questions for the interviewers – some may ask if you have questions

Ask about interesting company projects or successes you have researched or plans for the future growth of the company... show interest in them so they show interest in you!