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Nº7

COURSE 6 WORKBOOK

Job Interview Masterclass



WITH SAGINA SHABAYA

Job Interview Masterclass

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THE CHECKLIST

WATCH THE VIDEOS

- Meet Your Course Expert
- Don't Be Scared, Be Prepared
- Perfecting Your Elevator Pitch
- Non-Verbal Communication
- Verbal Communication
- The Grande Finale

EXPLORE THE EXERCISES

- Get In The Zone
- Write Your Elevator
- Your Star Response
- Drop A Gem

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GET IN THE ZONE

TOOLS: Yourself, a pen and paper

TIME: 30 minutes

CONTEXT:

Preparing as best as you can before an interview will support your confidence and ability to make the best impression and land that role. Getting in the Zone is all about what you do mentally and physically beforehand, to make sure that you build your confidence, reduce anxiety and go into your interview feeling great.

What you do pre-interview can help you to get in the zone by zoning everything else out and connecting to your inner strength - the part of yourself that knows you can do this job. Let's look at a few top tips to get you pumped up and focused.

INSTRUCTIONS

EXERCISE 1: THE POWER SONG!

From the Rocky theme tune to the opening of Star Wars; the love song that you can't help but listen to on repeat after a break-up, to the dance track that reminds you of a favourite night out with your friends, the power of music to make us feel a certain way is universal and as old as time.

Sometimes all you need to get pumped up and in the zone before an interview is a power song. According to research published by the Society For Personality And Social Psychology, songs with high bass levels, such as rap hits, are linked to dominant behaviour, and therefore the perfect songs to boost confidence in situations such as interviews and meetings with your boss. With or without this scientific evidence, we all know how much music impacts us.

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Below are some examples of songs guaranteed to make you feel ready to conquer anything! :

- Independent Woman, Destiny's Child
- Eye of the Tiger, Survivor
- Watch me Shine, Joanna Pacitti
- Stronger, Kanye West
- Roar, Katy Perry
- Superwoman, Alicia Keys
- Fly, Nicki Minaj feat. Rihanna
- Lose Yourself, Eminem
- Who's That Girl?, Eve
- I", Kendrick Lamar
- Stronger (What Doesn't Kill You), Kelly Clarkson
- We Will Rock You, Queen
- Get Ready For This, 2 Unlimited
- Taylor Swift, Shake It Off

Now it's your turn.

Write down your top 3 power songs that will get you in the zone before that interview. Even better, how about making a playlist and listening to it on the way there?

My Power Songs:

1. _____
2. _____
3. _____

EXERCISE TWO: THE POWER MOVE:

Your Power Move doesn't have to be anything choreographed, nor does it have to be complicated, or even cool. The purpose of your Power Move is to instill confidence within you. How we hold ourselves, our posture, and stance, can have a serious effect upon our mood.

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Maybe your Power Move is standing with your hands on your heart like you would in your yoga class. Or perhaps your Power Move is pretending to be a Charlie's Angel, or your Power Move might simply be making a fist and punching the air, Breakfast Club-style.

Find something playful and fun. You are one powerful woman, so own it!

My Power Move is: _____

It Feels like: _____

It Looks like: _____

It Reminds Me That I Am: _____

EXERCISE THREE: POWER MINDFUL ACTION:

Now that we've covered your song and move, we're taking you inside - where the nerves and pre-interview fear might be getting the better of you. You might have heard of the term mindfulness, the ability to bring us back, and give attention to, the present moment. How do we do that?

There are various simple tools that can help reduce anxiety, which can easily be used just before your interview and implement easily. Here's 3 suggestions for you:

Step 1:

Practice slow and deep breathing. Breathe IN for a count of 4, and breathe OUT for a count of 8. Repeat this up to 6 times. Or longer is necessary.

Step 2:

Talk to yourself. This can work whether you say the words out loud, whisper them, or say them in your head. Tell yourself, 'You've got this. I believe in you.', and really feel your own kind words to yourself.

Step 3:

Bring your attention to your hands and feet. This one is particularly great to do on the way to your interview as well as during! No one knows that you're doing it and it can really help you not to get too caught up in your head.

My Power Mindful Action is: _____

Write down the one that you are going to use, either from the list above, or one that you know works for you in times of anxiety.

END RESULT:

You now have a great cannon of tools to support you pre-interview to power your way into getting in the zone and smashing it!

WRITE YOUR ELEVATOR PITCH

TOOLS: Yourself, a pen and paper

TIME: 30-45 minutes

CONTEXT:

Your Elevator Pitch is a brief, memorable, description about you, what you do, who you are, and what you have to offer. Getting clear on your Elevator Pitch will not only help you be more confident, but will also make your introduction clean, clear and succinct to your interviewer. This is part of being prepared so that you have the best interview experience that you can.

An Elevator Pitch is as simple as it sounds. It's the amount of time that you have to make an impression on someone. Your perfect pitch will be around 3 Tweets long. It will have everything in it to get your interviewers' attention. Let's have a go at creating yours.

INSTRUCTIONS:

Step 1:

You want to share the basic information about you, and really, why you are the best candidate for the role that you're applying for. You want to stand out from the get go so think about this when you're writing down notes for this exercise.

- What is your unique selling point?
- How are you different?
- What are you passionate about?
- What values do you feel and believe in that can benefit others in their workplace and business?

There are some pointers below to help you find your perfect pitch. As you do the following exercise, note that you can write as much as you want to to begin with. Leave the editing until the next step.

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Who are you?

What do you do and why do you do it?

What are you passionate about?

What are your values?

What have you achieved?

What are your goals?

Why can people trust working with you?

What is the one thing that others need to know about you?

Step 2:

Think of your Elevator Pitch as your way to make an impression. Now you are going to pull out the most important, strongest, powerful, and intriguing parts of what you have written. Start slowly. You want to end up with a few sentences that will sell you and make others want to know more about you.

Some pointers for you:

Get rid of unnecessary or repetitive details.

Remember you are not duplicating your CV or application form.

Shorten and connect your sentences.

Hone and enhance the good stuff.

Give a clear example rather than a generic line.

Add an interesting fact, stat or conversation starter at the beginning of your pitch to engage your listener.

Polish your pitch.

Write your pitch here:

Step 3:

Once you have got your perfect Elevator Pitch, practice saying it out loud, in a clear, confident, and natural way. Don't rush. Believe in each word. Own who you are and what you are bringing. And remember that you can tweak and change your pitch over time and to suit each interview that you might have.

THE THREE S'S: SKILLS/STRENGTHS/SUPERPOWERS:

Now it's time to don your superhero cape and find your three S's. Think about what others' might say about you. Your boss. Workmates. Friends. There's no time to be modest here, this is your moment to shine your light. Remember, you are amazing. You have what it takes to bring everything to this role. So, let's play! In each of the columns below, make a list of all the words that come to you under each of the three categories. Then choose the one from each list that speaks to you the most. Claim these as your three S's.

SKILLS:

STRENGTHS:

SUPERPOWERS:

My Three S's are:

Skill: _____

Strength: _____

Superpower: _____

END RESULT:

You now have a great tool to introduce yourself and leave an impression during your interview, or if you ever find yourself riding an actual elevator with the CEO of your dream company or opportunity!

YOUR STAR RESPONSE

TOOLS: Yourself, a pen and paper

TIME: 30 minutes

CONTEXT:

The STAR Response is a fun way that you can respond to questions you are asked during your interview. This gives you a great tool and blueprint to give well rounded answers to these questions, and will help support you in coming across succinctly and sharing your value and personality in a way in which can be understood and received well.

The acronym **STAR** stands for:

Situation

Task

Action

Results

So, in answer to a question, you respond by starting with the situation you were in, giving the task you were given, the action that you took and, finally, the result that you created.

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EXERCISE

Let's have a go shall we, using the following examples, 3 challenging situations that you have navigated, and 3 achievements that you are proud to have created. Write out your responses below.

Challenging Situations I have navigated:

THE CHALLENGING SITUATION:	EXAMPLE 1	EXAMPLE 2	EXAMPLE 3
SITUATION			
TASK			
ACTION			
RESULTS			

Achievements that I am proud to have created:

ACHIEVEMENT I HAVE CREATED:	EXAMPLE 1	EXAMPLE 2	EXAMPLE 3
SITUATION			
TASK			
ACTION			
RESULTS			

A helpful reminder when answering with your star response speaks from the I, not the 'we', this allows you to stand in the value you have added to a project and be recognised for the contribution you made.

END RESULT:

You now have a great resourceful technique and skill to apply to the interview questions. It will help you pace your response and give answers that allow you to stand out.

DROP A GEM

TOOLS: Yourself, a pen and paper

TIME: 30 minutes

CONTEXT:

So, the interview has gone well, you're relaxed and on fire, and they seem really taken by you. However, the grande finale is everything. You want to leave feeling you have made an impression!

How will you do that?

By being human and personable, and offering something relatable to the interviewer, to really ensure that you are memorable.

INSTRUCTIONS:

EXERCISE

Hopefully you will have done your research before attending the interview, so now is your opportunity to show them that, and build a good rapport with your potential employers. Impress them with your willingness and eagerness for the role, and show them that you're serious.

Here are some examples that you may be able to bring up to make that final impression:

1. Books that have just come out and are relevant to this company or industry.
2. An event they might wish to attend or that you attended recently that is relevant.
3. Names of Clients/Brands/Bosses you have worked for that they might know.
4. Mutual friends/Colleagues that you have. Where your paths have crossed with people in common that you can mention and allow them to feel instantly connected to you and your experience.

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The feeling is if you worked there; know this or that person; attended that event; or read that book, that you must be good at this and be a great fit for the company! That's what you want your interviewer to be left thinking.

As much as you can, and do use the mighty search engine on your computer as a great detective, fill in below all that you can find and think of that will make good gems to drop!

Examples that are relevant:

PODCASTS

BOOKS

PEOPLE

PLACES

CLIENTS

EVENTS

END RESULT:

You are now armed with some extra ammunition for your interview to make it an even more memorable experience for them and more of a sure fire way of getting hired. Well done and good luck!

SUGGESTED READING

Book: HOW TO OWN THE ROOM: WOMEN AND THE ART OF BRILLIANT SPEAKING
Author: Viv Groskop

Book: DARING GREATLY
Author: Brené Brown

Book: CAREER COMPASS: A GUIDED JOURNAL FOR DISCOVERING A FULFILLING CAREER PATH AND DESIGNING A LIFE YOU LOVE
Author: Dr. Colleen Campbell

ADDITIONAL RESOURCES

Article: ALLBRIGHT EDIT
Title: Title: What To Do When Your Ambition Goes AWOL
Words By: Brooke Le Poer Trench

Podcast: SISTERHOOD WORKS, ALLBRIGHT
Title: Kelly Hoppen On Shaping A Creative Career

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