

KILLER CONFIDENCE

Master these 10 essential strategies to project unwavering confidence in your next interview!

1. Professional Appearance

a. Action Steps:

- i. **Research the company's dress code and culture** to ensure your attire aligns with their expectations. If you are applying for a job with a “brand” as part of their in-house team they may expect a more professional appearance vs an agency where they are likely more relaxed.
- ii. **Invest in well-fitting, professional clothing** that makes you feel more confident. And, even in the age of remote work and Zoom interviews & meetings - you will feel more relaxed and more prepared to engage.

2. Preparedness

a. Action Steps:

- i. **Research the company's website, mission, values, and recent news.** Be well prepared to speak to what you already know about the company. Potential employers will appreciate and respect the fact that you mean business. This is not just “another interview” for you. You are focused and aligned with your own needs and agenda.
- ii. **Understand the job description and requirements thoroughly.** Make sure that you are well prepared to speak about specifics of this current role and specifically highlight your experience related to their requirements. Have a list in front of you so that you don't guess your way through this. Speak confidently to what you do very well and acknowledge where you are still evolving as a Creative.

3. Strong Resume and Cover Letter

a. Action Steps:

- i. **Tailor your resume and cover letter** for each job application. This seems like a lot of work - and it is. So, my personal recommendation would be to cater your resume (if you can) to the needs outlined in the job description. This could pay great dividends during the screening process when AI is likely scanning your resume for key words to match their needs. The same could be said for your cover letter - but from my research and speaking with Job Placement professionals - it is more important to nail your resume first!
- ii. **Use action verbs** to describe your achievements and responsibilities. Ie. “Led” my team or “Restructured” the process of. This shows intention, energy and momentum. It presents you in the light of “leaning in”. You are considered more action-oriented and far less passive. Companies hire “energy” and “momentum” first - so make sure you present the “actions” you have taken to succeed.

4. Confident Body Language

a. Action Steps:

- i. **Practice good posture**, both when sitting and standing. So, whether your interview is live and in person or remote and over Zoom - “Good Posture” expresses a lot about your personal energy. If it is a remote interview - make sure you are situated comfortably sitting in a seat or standing confidently. Make sure you are well lit and that any clutter or visual distractions are removed from around you. Good posture for in-person meetings doesn’t need to be explained. Confident people walk with their shoulders back, their chin up and a smile on their face. It just feels good to be in their company.
- ii. **Make eye contact** with interviewers to convey attentiveness. There

is nothing more distracting when interviewing a candidate who is visibly distracted. And if this person can't be dialed in at the interview stage - then how good of an employee will they be? I think you already know the answer. So, "Be Present" and be very attentive and in the moment. Making eye contact is a simple, yet effective way (even over Zoom) to convey confidence.

5. Clear Communication

a. Action Steps:

- i. ***Practice mock interviews*** with a friend or career coach to refine your speaking skills. Have that person simply Google Top 10 Questions asked during an interview and then use that as a guide. Hopefully they make you falter a bit - and if they do then you'll learn and grow from that experience. "Practicing" is a sure way to build your confidence.
- ii. Here's another great idea... ***"Record yourself"*** while answering common interview questions - to identify areas for improvement. Some of us don't like seeing ourselves on camera - but the fact is that once you see yourself on camera - you immediately start to critique ways to improve your confidence. Try it! This is a good one!
- iii. ***Slow down your speech*** to reduce the use of filler words and increase clarity. I could easily call this section "KILL THE UMMMS". Confident people speak at their own pace. I tend to speak at a slower pace - but the one thing I don't do is fill any dead space with "umms". This will show a lack of confidence as you don't want to lose the attention of your audience. But, if you've done all the steps highlighted above then you will already be speaking confidently about key points of interest to your interviewer.

6. Highlight Achievements

a. Action Steps:

- i. **Use the STAR** (Situation, Task, Action, Result) **method** to structure your responses in interviews. Being able to quickly and efficiently walk an interviewer through your achievements is a storytelling art form that is easy to master. This could be walking through a project brief. Start with the situation or challenge and then what was your specific task. What action did you take to solve the challenge and then finally highlight the net result.
- ii. **Provide specific metrics** and results to showcase your impact. Interviewers want to know “YOUR” direct impact on any given project or a company. So, for example perhaps you brought the design and execution of social media campaigns “in-house” for a brand - with a net result of saving the brand “\$500k on outside agency fees”. That’s a huge accomplishment and should bring you great confidence to share that story.

7. Ask Relevant Questions

a. Action Steps:

- i. **Prepare a list of questions** that demonstrate your interest in the company's goals and culture. This will show that you are leaning in and expressing great interest in the company.
- ii. **Ask about the team dynamics** and the specific challenges the role may entail. This will show your leadership interest in how the team operates and functions today.
- iii. **Avoid asking questions that** can be easily answered by researching the company.

8. Adaptability

a. Action Steps:

- i. **Share stories** or examples of times when you successfully adapted to change in previous roles.
- ii. **Highlight your willingness** to take on new responsibilities and learn new skills.
- iii. **Emphasize your ability** to handle challenges and uncertainty with confidence.

9. Self-Awareness

a. Action Steps:

- i. **Reflect on your strengths and weaknesses** and how they relate to the job.
- ii. **Be prepared to discuss** how you've worked on improving your weaknesses.
- iii. **Show a growth mindset** by mentioning your desire to learn and develop.

10. Follow-Up

a. Action Steps:

- i. **Send a personalized thank-you email** within 24 hours of the interview.
- ii. **Express gratitude** for the opportunity and reiterate your interest in the position.
- iii. **Use the follow-up** as a chance to briefly address any important points you may have missed during the interview.

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