



**brooke
dunwell**

**Interview
Tips**

A CANDIDATE'S GUIDE TO A SUCCESSFUL JOB INTERVIEW



About the Author

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As an entrepreneur and a recruiting leader, I understand the challenges of hiring, building teams/ companies, interviewing, and landing your dream job. I love building established start-ups that are scaling. Creating company cultures across the world is our strength and passion! I like awesomeness and authenticity! I have over 15 years of recruiting knowledge, wisdom, and experience. My clients say I have a Ph.D. in recruiting, hiring, and building company cultures.

We recruit for established startups that are ready to scale. Actually, we do more than that. We build relationships and value each one. We offer a full suite of services and have a unique approach and model for your recruiting needs. Because of our in-depth experience in the startup industry, we now offer HR, Benefit, Onboarding, and Culture & Employee Engagement service packages. It is truly inspiring to work with innovative companies and mindful leaders. No day is the same. I love learning about new ideas, the grit, the journey, company and personal strategies, career goals, the strengths, the ups, the downs, and most of all the spark in each of you. I am on a mission to impact and help others by uncovering my story piece by piece by being real, relatable, fearless and brave.



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01

BEFORE A PHONE INTERVIEW

The Setting

- ◆ Setup in a quiet space when doing a phone or video interviews.
- ◆ Make sure the background of your video call is appropriate for your interview.
- ◆ If you have a video interview, make sure you run the software downloads needed for the call before your interview

02

BEFORE THE IN-PERSON INTERVIEW

Research & Preparation

- ◆ Research not only the company but the person you are speaking with. Utilize resources at your fingertips such as the internet, social media, your connections, etc.
- ◆ Look for the latest news about the company, its achievements and accolades, history, the leaders, industry competitors, the financials, and the personal interests of the hiring manager and the leaders.
- ◆ Prepare 10-20 questions for every interview you have. Focus your questions around three categories: the company, the hiring manager, and the position you're applying for.
- ◆ Always take five physical copies of your resume to give to your interviewer when doing in-person interviews.
- ◆ Create a personal portfolio to give to them. It should include your resume, awards, work examples, achievements, references, accolades, reviews, performance sheets, recommendations, etc... Have an electronic version as well in case you need to send it.
- ◆ Even if you are on your second or third interview, always prepare questions for the interview. It makes you look interested, engaged, and knowledgeable.
- ◆ Take printouts of the research you did about the company, hiring managers, and the leaders of the company. Keep them in a folder so you can refer to them or slip out the info inconspicuously. This way the hiring managers see you did your homework.
- ◆ If you are working with a recruiter like Carbon Three, always copy them on your emails to the hiring manager. The recruiter is there to help you. They know more about the client's personality, the hierarchy of the company, the culture, what they like and dislike, etc. They should know the behind-the-scenes info and be able to provide you with more info and details. They can help guide you, move things along, and get more insight for you. If they are unaware of your communications with the hiring manager, they are unable to help.

03

ARRIVAL TIME

Be Courteous & Timely

- ◆ Arrive 5-10 minutes early. Plan for traffic. Do not arrive too early, though, because it makes it stressful for busy executives.
- ◆ When arriving, greet the receptionist warmly and offer a compliment.

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THE INTERVIEW

During the Interview

- ◆ Be yourself and don't be nervous. You are getting to know them as much as they are getting to know you. Consider it a two-way interview.
- ◆ Always have pen and paper –a portfolio binder is a great option.
- ◆ Take notes during the interview. Do ask your interviewer first, though, if it's okay with them.
- ◆ Keep your notes organized especially if you are interviewing with multiple companies.
- ◆ Always include a closing statement –even if you are not in sales –to seal the deal.
- ◆ Ask for a business card from everyone so you can send them a follow-up thank you note or email.
- ◆ If you have the interviewer's cell number, send them a brief text saying, "Thank you for your time today. It was great to meet you."
- ◆ When interviewing in person, make sure to shake hands with every person you meet and look them in the eyes.

05

NOW, WHAT?

After the Interview

- ◆ Always send a genuine follow up email or thank you note within 24 hours of each interview that has depth. Include a recap or paraphrase items from your conversation.
- ◆ Why are you excited –show your excitement about the company.
- ◆ Show how can you impact the company
- ◆ Provide a final call to action by asking questions or providing a closing statement.
- ◆ After your interview, connect with the individuals you met on LinkedIn or social media outlets such as Twitter and Instagram. Follow them.
- ◆ Ask to speak with or meet others within the company to get a feel for the culture and leadership.
- ◆ When you are further along in the interview process, it doesn't hurt to reach out to other employees on LinkedIn to introduce yourself and see if they have any insight for you.

HOW TO REACT

06 Rejections or Overcoming Concerns

- ◆ If you didn't get hired, please don't get nasty about it. Be kind, gracious, and merciful. You can learn from it. If you get turned down or rejected at any point, send a genuine thank you and ask for feedback so you can learn from the experience. Sometimes hiring managers are hesitant to give feedback because they don't want to hurt feelings, but they do give feedback to the recruiter so ask the recruiter for feedback.
- ◆ If the hiring manager or others have concerns about anything, address them. Overcome the obstacles if possible. Do not just give up and accept it.
- ◆ Do not be too pushy and annoying. Hiring managers are extremely busy, and you have no idea what is going on within the company or the hiring manager's personal life. Give them time to respond or follow up. Do communicate with your recruiter because they can help you negotiate concerns before you contact the hiring manager.

SHOWCASE YOUR WORK

07 Dealing with Requests for More Information

- ◆ **This is your time to shine.**
- ◆ If they are questioning your skills or experience, put together examples of your work and send with a nice email addressing the concern, reiterating your interest. Tie in some of the research you have done. Show them that you have done your homework.

08

STAND OUT

Go Above and Beyond. Be Proactive.

- ◆ Go the extra mile.
- ◆ Be proactive.
- ◆ After your interview, when you've begun a relationship with the hiring manager/team, and you have a good understanding of the objectives and responsibilities of the role, the mission of the company, the environment, the goals, and the dynamics), put together a plan.

09

STRATEGIC PLANNING

Examples: 30-60-90 Plan

- ◆ **If you are in sales**, put together a 30-60-90-day plan on how you would approach the market/territory and what you want to achieve within the first 90 days. Do not be vague and general. Be specific.
- ◆ **If you are a graphic designer**, put together a plan with projects and timelines that you discussed. Design a few examples of projects they want the position to work on and email them to the hiring manager. This shows that you listened, you have put in effort, you are on the same page, you are passionate, and you care.
- ◆ **If you are in finance**, put together a plan of tasks you'd accomplish within the first 90 days or ideas that you see as important within role.
- ◆ **If you are a software developer or engineer**, put together a layout of ideas or provide a few examples of code/projects that are applicable to what they are trying to accomplish. Show them your skill set and what you could do within 90 days. Do include timelines. You could also layout a 90-day plan based on what your expectations are, what they are trying to accomplish, and how you see yourself hitting the targets.
- ◆ **If you are in marketing**, you can put together a 90-day plan on the objectives and how you would approach the objectives. Include examples.

The list goes on... this 30-60-90-day plan can apply to any position you are applying for.

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SHOW YOUR PERSONALITY

Be Different. Stand Out.

- ◆ If you really want to be unique, and your job involves presenting or interacting with customers, you could do a short video after your interview thanking them for their time.
- ◆ Put some genuine thought into the position, company, and hiring manager, and be creative. Create something dynamic that would display your skills and knowledge that are applicable to the job.
- ◆ Send them clips of WebEx/Zoom/or other platform demos that you have done.
- ◆ Send the hiring manager an article you have read that applies to their interests or a small token that relates to their interests. For instance, if they are into sailing, send them a great article, picture, or gadget that is tied to sailboats/sailing.

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UNDERSTAND THE PROCESS

In the Know

- ◆ Always, find out what the interview process is.
- ◆ Find out what your competitor landscape is.
- ◆ Find out what their timeline is and how long the process takes.
- ◆ Find out what the interview process entails.
- ◆ This allows you to have a full understanding of how and where you stand.
- ◆ This gives you the opportunity to start preparing for future interviews. So many people walk away from their interviews not knowing anything, having no feedback, or not knowing what or when the next step is.
- ◆ Always think ahead.

NOW, WHAT?

12 Ask for the Job & Closing Statement

- ◆ In each interview, always include a closing statement – **it's your call to action.**
- ◆ It doesn't matter what role you are in, always ask for the job. This can be done in several different ways and does not have to be uncomfortable. The approach can be different for each hiring manager so get creative. Your tone and voice fluctuation make a huge difference.
- ◆ The most common closing statement is: What are the next steps? Don't ask them this more than once. If you want to know the next steps, ask it in another way.

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UNDERSTAND THE PROCESS

Follow Up & Offer

- ◆ Continue to connect with the hiring manager throughout the process.
- ◆ Always be gracious, thankful, and grateful when you receive an offer even if it is less than expected. You can negotiate.
- ◆ Find out what your acceptance date deadline is so you know when you need to get it signed and sent in.
- ◆ Get details about benefits and when you are eligible for the benefits.
- ◆ Always be transparent with the preplanned travel/vacation that you have scheduled for the year. You can negotiate vacation time if it is important. Remember: It never hurts to ask unless you have asked to the point of being a nuisance which would leave a bad impression.