



## Interview tips

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With a background in retail, HR, and recruitment, I've seen a wide range of interviews both as an observer and as the person leading them. One thing I've always believed and still stand by today is that interviews are a **two-way conversation**. Yes, candidates need to present their skills and experience effectively, but they should also feel comfortable enough to speak openly ask questions and be themselves. A successful interview isn't just about the employer assessing the candidate; it's also about the candidate evaluating whether the role and the company are the right fit for them.

### How can we as an interviewer contribute to a successful interview?

As interviewers we play a key role in creating a positive and productive interview experience. It's important to be understanding, approachable and to make the interviewee feel comfortable from the start. A relaxed candidate is more likely to provide honest thoughtful responses that help us assess their true potential and ensure that they are the right fit.

Think back to your own interview experience especially those that felt stressful or didn't go as well as you hoped. What could the interviewer have done differently to put you at ease or help you perform better? Use those reflections to shape the way you conduct your interviews. Showing empathy, being patient, or giving clear explanations can improve the overall experience for candidates and lead to more effective interviews.

### After the interview

There's nothing worse than leaving an interview feeling unsure about how you performed or thinking, *"I should have asked that question."* It's completely normal to forget a question or feel like you could have answered something better. What truly matters is that during the interview you felt comfortable, confident, and able to be yourself.

Interviews can be nerve wracking but staying relaxed in your surroundings helps you communicate more clearly and perform at your best. Remember interviewers understand that candidates may be nervous. They are looking at the whole picture the value you can add to their company not one moment where you could not answer the question.

### Tips for interview

- **Interview preparation-** research the company. This is important and I know people think why do I need to do this they won't ask me if I know anything about the company, and some companies don't but what about the ones that do. I also try and make candidates understand that you wouldn't work somewhere were you have no idea who they are, what they do and their culture. What if you don't like their product or what they represent? Research is key.

- **Review the role-** are you happy with the role and what would be expected of you? Remember this is what you will be doing daily so you need to know what is expected within your role.
- **Questions-** be prepared to give examples of your experience for example the **STAR** method. **Situation, Task, Action, Result.** Employers use this method to understand how you behave in real work situations. It helps them gain more detailed insight into your decision-making, your problem-solving approach, and the impact of your actions in previous roles.

**Example of a STAR method questions:**

**“Tell me about a time you worked under pressure.”**

**S – Situation:**

A client reported a last-minute issue with the product the day before launch

**T – Task:**

I had to investigate to find the cause and fix it before the launch to ensure that we still delivered the project on time

**A – Action:**

I fixed the issue, coordinated with the team and then double checked by trialling the product to prevent it happening again

**R – Result:**

We delivered on schedule the client was impressed with the proactive approach and delivery of the product, and my manager thanked me for securing the delivery of the product on time