

Prove it!

By nature, we are suspicious when someone tries to sell us something. So when we are looking to recruit our next all important employee, we want to get it right. Especially as we know that they are selling themselves (and if you're not you should be!) So the basis of a good Behavioural Based Interview (BBI), is based on well thought out, targeted questions, with similar follow-up refining questions. The aim of this is to gain an insight into your past experiences, that will hopefully reflect your future potential.

If you wish to be successful in your next interview, or develop a strong resume, you need to think about the position, the company, study the advertisement and identify their wish list, the Key Performance Indicators (KPI's). Once you have this information, look at your past roles and achievements, and come up with as many relevant, successful, outcome, "prove it" examples or answers as you can.

The best way to answer a question, as in to tell a good story, is logically, and the best way to do that is by using what I call PAR and AIR. Your role is to come up with answers that reflect favourably on your abilities and satisfy their needs.

Problem – Action – Result, or Activity – Input – Result = Behavioural Based statements. Make your statements work for you. Your story should have a beginning, a middle and a positive ending. This is how you'll meet the recruiter's needs and expectations, and ensure that your answers or résumé stand out from the others applying and best demonstrate your skills and abilities. Remember that they're buying and you're selling. Here are some examples:

- **Leadership 1** – I was selected to attend a three-day leadership training programme, with 10 other state and international managers. This course taught me the importance of listening, teamwork, coaching and mentoring, with a view to helping individuals or the group attain set goals. I have actively incorporated these techniques into my daily interactions with a quantifiable result of a 5% increase in sales in the first quarter.
- **Leadership 2** – As the team leader in a call centre, I am responsible for motivating 15 staff members to meet shift and hourly targets. As a group we continually exceed shift budgets by up to 20%, and 80% of my team win spot awards each shift. Last month we were ranked the number one team, by winning 18 out of the 20 shifts.
- **Problem solving/Multitasking/Time management** (Take your pick)– Last year I was involved in the successful M&A of a \$50 million business. I had to evaluate and quantify the company, look at restructuring, downsizing and absorbing divisions, which ultimately lead to a 50% increase in revenue for an additional cost of 20% with more savings to come.

When making "prove it" statements, always try to qualify and quantify, by using \$, %, the number of staff, time frames, etc. It's more powerful, more credible and works in your favour. Remember that they **will do** reference checks, so don't exaggerate.

Behavioural Based statements, have been used in all the above points. Remember, they're buying and your selling. Choose from "PAR" or "AIR", when answering questions or developing your resume.

Good luck in your next interview, James E Lynch