

Mirroring and Questions.

OK, the interviews are lined up. Here are some tricks and tips to help you be more successful.

Mirroring – This is a good tool to use in an interview. It's about following the style or pattern of the interviewer to make them feel comfortable. It relates to things like speech rate, body language and mannerisms. People feel comfortable with what they know or like. So don't be dramatically different to your interviewer e.g.

If your interviewer is very quiet, conservative and lacking animation, don't do Eddie Murphy on speed. It will make them very uncomfortable. Likewise, if someone is friendly and animated, follow their lead. But never become overly friendly or casual. Never swear or use slang, even if they do.

Mirroring is a subtle thing. Always be yourself, but be aware of the other person.

You can also mirror when writing to people. Make notes when talking to them on the telephone, or after a meeting. Pick up their key phrases, objectives, goals, needs and expectations. Scan their website or brochures. Then weave these points into your covering letter or résumé. They will automatically feel more comfortable and in tune with you.

To ask or not to ask – that is the question. Always have some questions ready to ask at the end of an interview and make sure that they reflect you as a giver, not as a taker. In other words, don't ask about money and conditions first. Not asking questions can be seen as lack of interest.

Develop questions like:

- What are some of the growth areas the company is looking to expand into.
- How much work do you have in the pipeline. (For building/construction companies)
- Tell me about your background and involvement with the company.
- What are the qualities you look for in your graduates.
- Does your firm have a formal induction and buddy program.

Good luck in your next interview, James E Lynch