



WHAT IMPRESSIONS DO YOU REALLY MAKE IN AN INTERVIEW?

Every impression counts, make sure to be prepared.

Over the years I've conducted many interviews. Sometimes the candidates performed well, sometimes they performed terribly, and sometimes they left no impression at all. I once had a young man who excused himself while he answered a call on his cell phone. My interpretation was that his phone call was more important to him than the job I had available. He was not hired.

Another time I had a candidate who, after hearing me explain the importance of deadlines for this particular job, responded with the statement, "Well, if it doesn't get done today, there's always tomorrow, right?". My interpretation was that his work ethic would not be a good fit for our organization. He was not hired. She was a very pretty woman, and could have probably performed admirably

in the job we had available. However, she was dressed in a manner that was totally inappropriate for work in an office environment. It was a tough decision, but after a short interview, it was apparent that she was less interested in the job than she was in her social life. She was not hired.

So, are there lessons to be learned here? First, when you show up for an interview, nothing is more important than making a great impression. Not a good impression mind you, but a great impression. If you want the job, enter the room with a confident smile, good eye contact, and a firm handshake. Leave your cell phone in the car, and dress appropriately for the job. Put forth the effort and you will be successful.

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