

Ten reasons to use an Interview Coach

Looking for a new job requires a big investment of time and energy and often a bit of courage to try out new ways of tapping into the job market. Ten years ago, creating your own internet profile was unheard of. Now thanks to LinkedIn, it has become a very popular way of connecting up with old contacts and developing a strong visibility in the market place. A similar fresh approach can reap dividends when looking to improve your interview skills.

Using the services of an interview coach has become more widespread as job opportunities have become increasingly scarce. It is a very personal service that directly addresses why your interviews are not being turned into job offers and works to overcome these obstacles.

So what are the top ten benefits of using an interview coach?

1. Doing a mock interview gives you the opportunity to **practise** and iron out any weaknesses before the big day. You wouldn't consider running a marathon without any training.....or indeed sit the Leaving Certificate without doing mock papers. An interview is just like any other exam and requires the same preparation.
2. You **see yourself for the first time through the eyes of an employer**. This is probably one of the most powerful aspects of the interview coaching session. The mock interview is recorded and played back helping you objectively appraise your performance.
3. An interview coach will quickly **identify your areas of weakness** and work with you overcome them.
4. You will learn to **identify your own strengths**. Many of us have been doing our jobs for so long that we take our achievements and strengths for granted and often find it difficult to correctly identify how we are bringing value to our employers.
5. You will learn to **understand what the interviewer wants**, to see things from their perspective and to tailor your answers accordingly.
6. Understanding how to answer **competency based/ behavioural questions**. These are becoming an increasingly popular form of question and it is important to know what the employer is looking for and how to best structure your answers.
7. Everyone has an **Achilles Heel**. Identifying your areas of weakness for the role and successfully defending your position will put you in a position of strength.
8. **Learn from your mistakes**. There are many books on the market coaching you on how to do the perfect interview. Useful though they are, the only way you will become successful in interview is by doing them.
9. Enhancing your **body language**. Non verbal communication makes a huge difference on the personal impact you make in the interview.
10. **Confidence** building – this is the key to success in any interview. If you can transmit the message that you are very confident in your own ability, you will gain the trust of the interviewer and make it easier for them to offer you the position.

Remember interview coaching is a one to one session and is tailored to meet your specific needs. By taking all of the "unknowns" out of the interview process, you will be able to give a polished, confident performance and ultimately significantly increase your chances of beating the competition and securing the job offer.

Laura McGrath is the owner of [Interview Techniques](#), a leading provider of interview coaching services. She has spent the last 15 years in staffing and recruitment and is a regular contributor with *Irish Jobs* and the *Sunday Business Post*.

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