

Passion Pays

On paper you were the best qualified person for the job, yet you were not shortlisted for second interview. Why? In an interview process, employers *only* outline the skills and qualifications that are essential for the role. Yet there are a host of other factors which play a vital part in influencing their decision. Passion and energy come top of the list and their importance should not be underestimated.

Why does passion take centre stage?

Let's see things from an employer's perspective. They have only an hour to judge the suitability of an applicant and in this time they must use every tool at their disposal to decide if the candidate is a good fit. Visual and non verbal cues become very important. If a candidate is energetic and engaged in the interview – an employer will assume that this same level of energy and enthusiasm will be brought to the workplace. Fair? Perhaps not but it is entirely understandable. Bottom line – passionate people get more done, are more creative and ultimately more successful.

Projecting enthusiasm

For a lot of people, particularly those who are naturally shy or who have been out of work for a period, bringing passion into the interview can be difficult. I have outlined below a number of tools that can help you demonstrate these qualities to a future employer.

Get the foundations right – your posture is crucial. If you are slumped in a chair, your voice will automatically become more sluggish. Study television interviews with any world leaders and copy their body language. President Obama radiates energy when speaking. He smiles, has an erect posture, his voice is warm and his tone modulated. Because he is totally engaged in what he is saying, we the listener are automatically interested, feel a connection with him and are more positively pre-disposed to what he is saying.

You can also demonstrate your energy by showing how much you want the job. Companies love to be loved – do your research, know the company background inside and out. Prove how you have been an asset to your previous employer and give specific details of your achievements. Demonstrate that you take pride in your work. Finally, show your interest by asking intelligent questions at the end of the interview.

Conclusion

Remember companies are run by entrepreneurs who have given up security to realise their own dream. Passion is their language and they will be attracted by like minded people.

About the Author

Laura McGrath is the owner of [Interview Techniques](http://www.interviewtechniques.ie), 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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