

## **How to think like an employer**

When preparing for an interview, put yourself in the shoes of your future employer. What qualities would you be looking for if you were leading the recruitment process? The following points will help.

### **Tailor your application:**

Unless you make it clear to an employer that you have all the requirements for the role, your application will be overlooked. Spend time crafting a strong impact CV. The first page needs to make a very strong connection between your skills and the job requirements.

### **Results focused**

Employers are looking for people who can ultimately save/make money by helping identify better ways of doing things, solving problems or thinking creatively. Demonstrating that you can do the job is no longer good enough, you need to show how you have brought value added to previous employers. This can be as simple as reorganising the filing system, scanning everything on to a computer thus saving the company money in both storage costs and the time taken to retrieve information. You need to be fully aware of the strengths you're bringing to the table and give strong examples to back them up.

### **Positive attitude:**

Smiling in an interview and presenting yourself as somebody who's a "can do" person is hugely important. During the interview, the employer is assessing how you will interact with clients, customers, peers and senior management. Once they know you can do the job, they'll focus on how well you'll fit into the company.

### **Demonstrating an interest and knowledge about the company:**

Why is this important? It's a well known fact that when you're interested in something, you'll spend more time and energy on it and achieve better results. Research the company and its wider business environment. Understand the challenges facing the industry sector and how the company is positioned against their competitors.

### **Questions:**

Clients often make their final decision based on the quality of the questions asked at the end of an interview. This is particularly the case where there is very little to distinguish between the final shortlisted candidates. The opposite is also true – candidates have been rejected from an interview process as they did not have any questions to ask. Why? The employer assumed that they were not interested in the job.

### **Conclusion:**

As always, the key to success is in the preparation. Happy interviewing!

## 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*.

Go to: [www.interviewtechniques.ie](http://www.interviewtechniques.ie)

Email: [info@interviewtechniques.ie](mailto:info@interviewtechniques.ie)

Call: 01 231 3003