

## BEFORE THE INTERVIEW

### ME IN 30 SECONDS

The *Me in 30 Seconds* or *Elevator Pitch*\* is a short statement about you and your passions. This statement can be used when introducing yourself to an employer at a career fair or when an interviewer asks you to "Tell me about yourself."

In its simplest form, your Elevator Pitch should follow this format:

**1. Full Name (First or Preferred First and Last Name)**

- If your name is hard to pronounce, make sure you say it clearly.

**2. Where you're from**

- If you're an international student, also say how long you have been in the US for.

**3. Deliver your passion in this format: "I do \_\_\_\_\_ because I love \_\_\_\_\_."**

- "I am studying IS because \_\_\_\_\_."
- "In my last internship, I created \_\_ that solved \_\_ and saved the company \$100,000."

**4. Connect the company with your passion. They need to know why you want them.**

- "Your company has a reputation for \_\_\_\_\_."
- "I believe this position fits me because \_\_\_\_\_."

**5. Express your interest** (In a controlled way, of course)

Normally, an elevator pitch ends with you asking this question:

- "Who do you know that I should talk to about this?"

As you meet an interviewer, you should replace the question with one of the following:

- "I'm excited for this interview; I really want to join your team!"
- "I would love to work for your company!"
- "I want to serve you and your clients and hope I have the opportunity to do so!"

This section should sound extremely familiar to returned missionaries. Think door approaches or street contacts.



\* The term Elevator Pitch comes from the scenario of meeting someone in the elevator (perhaps the CEO of the company!) and he or she asks you, "What do you do?" You have a short amount of time to make an impression (the amount of time it takes to ride the elevator from the floor you're on to the floor that you or the CEO is getting off at!), and to tell the CEO enough about you that he or she remembers you the next time you meet. Make yourself memorable in the best way!

## RESEARCH

Visit the company's website and take a look at its "About Us" section. Get a feel for the company culture and product or service. Be familiar with the company's mission statement if it has one.

Find the job description on the company's website or on Handshake. Compare your resume and experience to all aspects of the job description. Think through your responses to questions interviewers may ask you about your experience (e.g. If the job description says you have to know JavaScript and you have never used it before, what will you say if/when this is brought up in the interview?).

Look up the company on LinkedIn. See if any of your connections work at this company. Find someone at that company who is living your dream. Take the time to reach out to him or her to ask for that person's perspective on the culture and mission of the organization. Ask any questions you feel are necessary in order for you to get to know the company and/or resolve concerns you may have.

Here are 5 questions you could ask your inside contact:

1. Can you tell me what it's like to work for Company XYZ?
2. How can I impress someone in the interview? Are there any do's or do not's that I should be aware of?
3. What's your toughest interview question?
4. Is this position everything it's advertised to be?
5. Does the company really care about you and your success?

If you can't find an inside contact on LinkedIn, call the recruiter and say, "I want to be the best candidate for this position. I have a few questions for someone who is doing this job. Could you connect me?"

## MOCK INTERVIEWS

Even if you're comfortable with interviewing, we encourage you to meet with Reid to stage a mock interview. Schedule an appointment with him through Handshake. Before your appointment, make sure to email Reid a copy of your **current resume and the position's job description**. You can also use HireVue, an online interviewing tool that allows you to video yourself responding to interview questions and review your responses. To access this resource contact [iscareerservices@gmail.com](mailto:iscareerservices@gmail.com) and ask for a HireVue account.

## INTERVIEW ATTIRE

Unless otherwise specified, dress up, not down. This means that for interviews you should come in business professional attire (and arrive 5-10 minutes early). You need to show that you have the ability to be mature and fit in with the company's professional work environment. Check out some dress guidelines from the Marriott School Magazine: <http://marriottschool.uberflip.com/i/144061-winter-2011/10> (pages 8-17). Although some start-up companies have a casual dress code at work, you should still dress professionally for the first interview.