

Careers

Did you know?

In interviews, what would be a good response can be diluted by a haphazard or disorganized presentation.

The panelists want to know what you are bringing to the table

What Is The Question About?

As we mentioned in our previous Newsletter, when interview panelists ask you to talk about yourself, they are giving you an opportunity to market your abilities and experiences in relation to the job. Not necessarily your CV. Rather, the panelists want you to market your competences or skills and bring out your unique selling points vis a vis the job requirements. In a few minutes the candidate is expected to articulate his or her

unique skills and previous experiences and how these relate to the competences required of the advertised job.

The candidate should focus on what he or she has done in the past and how this is or will be relevant to the job he is being interviewed for. If the candidate wrote a good motivation statement as part of the job application, this should be the source of his or

her answers for this question.

The key point here is for the prospective employee to communicate how his or her skills and past experience will be brought to bear on his or her future job.

Your response to the question will very likely grab the attention of the interview panelists if it presents a clear value proposition. When interviewers ask you



Your CareerScope

why you think you are the best candidate for the job, they are essentially asking you to make a value proposition.

They are asking what you are bringing to the table that adds value to the business of the organization or company you want to join. In creating a

Your response should follow a logical sequence

strong value proposition the candidate needs to be familiar with the requirements of the job for which he or she is sitting the interview. It is important that the candidate has studied and internal-

ized the expectations of the employer and the competences (knowledge, skills, and behavior) required of the job. Your value proposition should therefore be created based on the job description and your past experience in demon-

strating the competences required of the job. Some employers may have asked you to write a motivation statement. The employer will require you to market your competences or skills in a limited space and number of words. Typically you will be

asked to present your selling points in just under 1500 characters including spaces and punctuation marks. In interviews, what would be a good response can be diluted by a haphazard or disorganized presentation. It is therefore important that your response follows a logical sequence.