

Careers

Did you know?

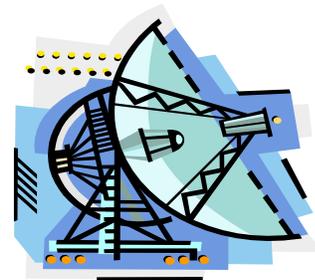
An oratory in the interview room will come to naught if it is not ended with a strong conclusion. .

Is Your Conclusion Strong?

Making an effective response in an interview, requires that the candidate articulates his or her contribution, relationship and measurement statements as they were demonstrated in his or her previous experience. This must be done in a structured/sequential manner to give the interview panelists reasonable confidence that the candidate has the requisite competences and experience for the job he or she has applied for. An orato-

ry in the interview room will come to naught if it is not ended with a strong conclusion. Let us assume the candidate has articulately narrated the context of his response, given the various actions and a contribution he or she made in a given situation and has also alluded to the results achieved and lessons learnt in the process. So what? A response is only as good as its conclusion. A candi-

date should conclude his or her response by articulating or re-articulating his or her unique selling proposition. Your unique selling proposition or USP is that unique attribute, characteristic or quality you can offer that makes you stand out of the crowd of the rest of the competitors. It is your 'competitive edge'. The candidate should identify unique selling points in each of



Your CareerScope

the requirements or competences of the job. From your unique selling points develop a simple, easily communicated statement of your unique selling proposition (USP). It is this USP that will give your potential employer the reason to select you as the

Use your unique selling point to make a value proposition

When you present your USP, it must be something that really matters to the prospective employer.

most suitable candidate for the job. Drive your unique selling proposition 'home' by 'tying it to the requirements of the job. When you present your USP, it must be something that really

matters to prospective employer. There's no point presenting very strong points in competences that your prospective employer does not care about. For example a candidate who had raised USD 4 million in a

fund-raising drive he coordinated in his previous employment made the following value proposition for a job that required the successful candidate to mobilize resources for the installation of a new plant.

"This organization is looking for resources to install a new plant. This requires a person with resource mobilization skills. In my previous job I coordinated the fund-raising drive that raised USD 4 million for a new children's ward. I will bring this skill to bear on the organization's need to raise funds for the new plant". In this example the candidate's selling point is the 'skill' on resource mobilization