

EP. 22 - Attention Grabbing Techniques

Overview

This episode provides strategies for standing out in a virtual interview environment, where remote work has expanded competition beyond geographic boundaries. The presenter offers practical tips on creating a professional presence, using body language effectively, and leveraging storytelling techniques to make a strong impression. Key attention-grabbing techniques, especially during second interviews, are also discussed, along with advice on how to bring references and mutual connections into play.

Key Points

1. Creating a Professional Virtual Presence

- Avoid blurred backgrounds during video interviews. Blurring the background can appear unprofessional and may raise questions about your environment. Instead, invest in a clean and organized backdrop.
- Ensure that you are in a quiet location with reliable internet or cell reception. Don't take interviews from your car, while walking, or in a setting where distractions might arise. This shows commitment and professionalism.

2. Body Language and Hospitality

- Body language is crucial, even in virtual settings. Sit confidently, and be mindful of your posture throughout the interview. Confidence in your demeanor can speak louder than words.
- If the interviewer offers you a drink, accept the gesture. This small act of hospitality helps create a more personal and engaged interaction.
- At the end of an in-person interview, don't just leave your empty cup or water bottle on the table. Asking where to put it demonstrates attention to detail and respect for the environment, which can leave a positive impression.

3. Using Mutual Connections and References

- If you have a mutual connection with the interviewer or someone at the company, bring it up—but only if you're confident that the person will speak highly of you. Mentioning a shared contact can help build rapport.
- Bring references early in the process, especially if you know that your references will vouch for you if contacted.

4. Storytelling for Impact

- Sharing personal stories that demonstrate resilience, teamwork, or perseverance can be a powerful way to connect with interviewers. These stories humanize you and make you more memorable.
- Examples include:
 - A candidate discussing their sports involvement, which demonstrates resilience and teamwork.
 - A story about overcoming adversity, such as growing up with challenges or recovering from a difficult situation.
 - A candidate explaining how they bounced back after a significant setback like a car accident or job loss, showing determination and grit.

5. Avoid Gimmicks

- Don't bring gifts or start the interview with a joke. Focus on being professional and using meaningful content to capture the interviewer's attention.

6. Visual Aids and Case Studies

- If relevant, bring visual aids or portfolios to showcase your work, especially in sales or creative fields. Presenting a case study or specific example of your accomplishments can help reinforce your value in a tangible way.

7. Second Interview Strategy: Recap and Control

- When you reach the second interview stage, begin by recapping your first interview. This demonstrates your engagement, listening skills, and knowledge of the role and company.
- For example, if your first interview was with the hiring manager, you can recap key points and show how you've reflected on what was discussed. This allows you to control the start of the conversation and make a strong first impression on the second interviewer.

- After your recap, ask one strategic question related to the company's initiatives or challenges. Make sure the question is specific and demonstrates your understanding of the role.

Example Recap for Second Interview:

"Hey Amanda, it's great to sit down with you. I had a wonderful conversation with Scott in our first interview. We discussed some of the exciting initiatives at DHL, like the entry into X new market and the recent award you won. He also highlighted the non-negotiables for this role, such as industry knowledge, lead generation, and collaboration with solutions experts. This resonated with me because of my current work in [related experience]."

This approach demonstrates that you are paying attention and are truly invested in the role. It also positions you as someone who is thinking critically about the position and how you can contribute.

8. Ask One Strategic Question

- After your recap, ask a single, well-thought-out question related to something mentioned in your previous interview. For example, "Scott mentioned that DHL is rolling out a new HR initiative. I was really curious about how this will impact competency alignment. Mind if I ask you more about that?"

Conclusion

In today's virtual interview environment, it's more important than ever to stand out by creating a professional and distraction-free presence, using confident body language, and sharing impactful personal stories. Recapping your first interview during a second interview can demonstrate your attention to detail and understanding of the role. By asking a strategic question and making thoughtful use of connections and references, you'll create a lasting impression that distinguishes you from other candidates.