

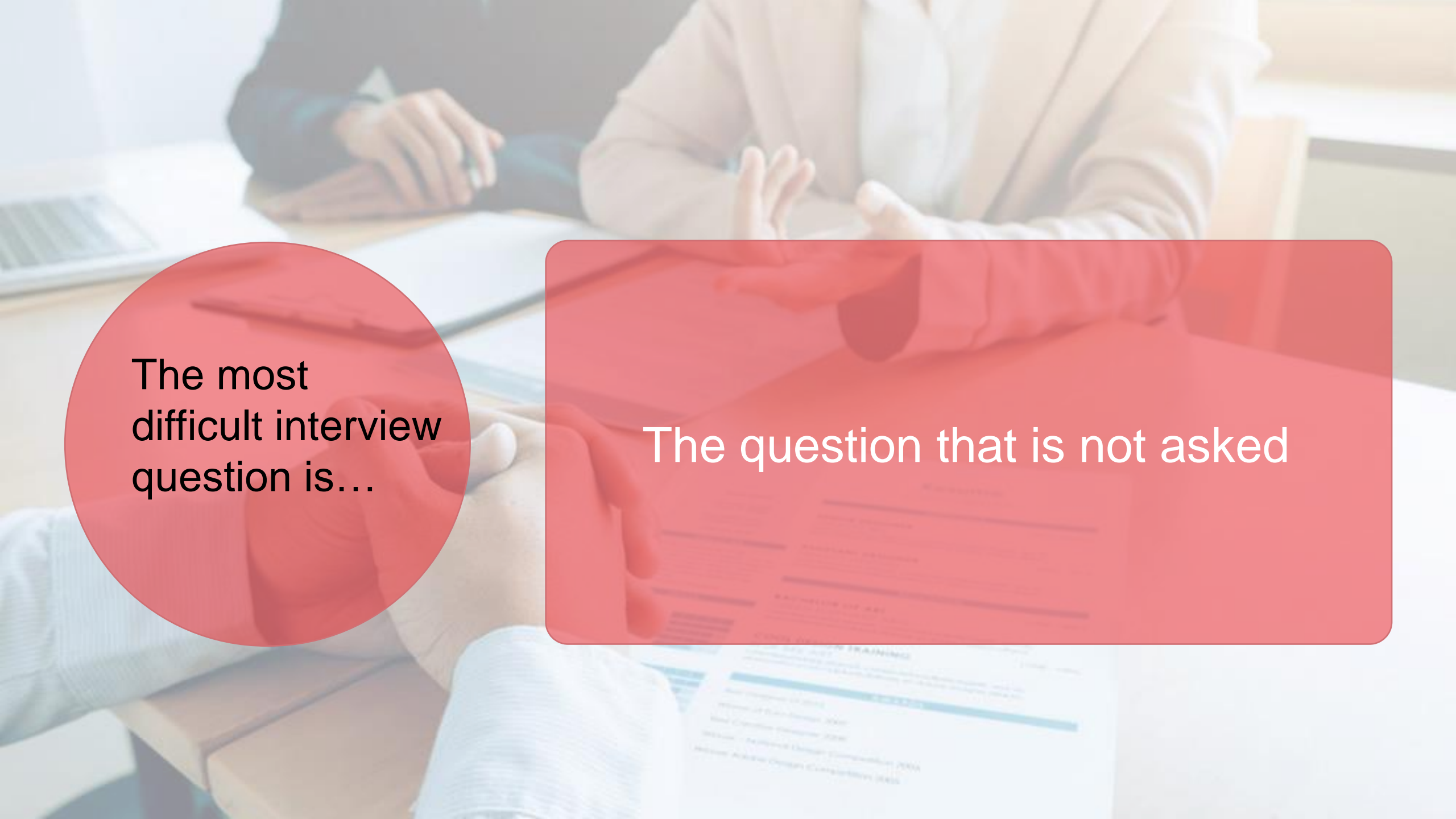
# Handling Difficult Interview Challenges

**Ken Sher**

Career Coach & Executive Coach



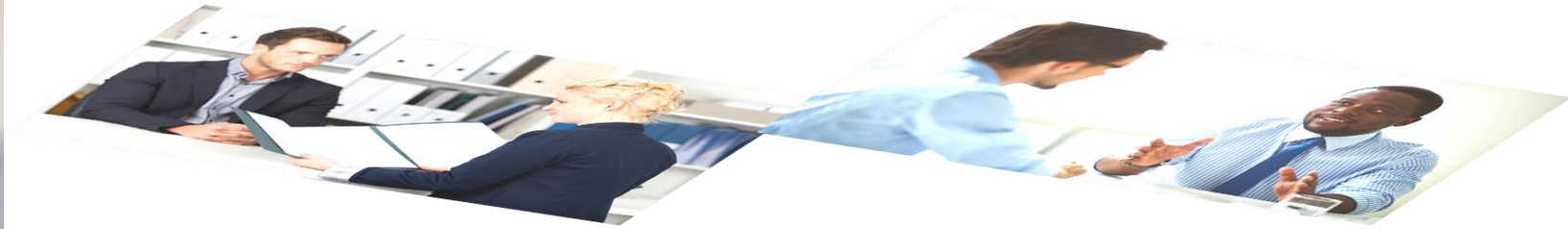
**Sher Coaching**  
Success Through TRUST



The most  
difficult interview  
question is...

The question that is not asked

# The Question That Is Not asked



Is she driven enough to  
be successful working  
remotely?

# The Question That Is Not asked



Is she driven enough to be successful working remotely?



I really like his background, but he's definitely overqualified for this role



# The Question That Is Not asked



Is she driven enough to be successful working remotely?



I really like his background, but he's definitely overqualified for this role



He's great, but how will he connect with the team?



# Potential Post Covid-19 Interview Questions

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- ☐ Have you worked remotely? What did you do to adapt to an at-home work environment?
- ☐ What about working from home did you enjoy, and what did you find most challenging?
- ☐ How would you communicate with your manager and co-workers in a remote setting?



# Potential Post Covid-19 Interview Questions

- ☐ Have you worked remotely? What did you do to adapt to an at-home work environment?
- ☐ What about working from home did you enjoy, and what did you find most challenging?
- ☐ How would you communicate with your manager and co-workers in a remote setting?
- ☐ What are your thoughts on how our teams can collaborate?  
And how can we interact with clients safely once we return to  
work?

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- ☐ How have you handled the stress of Coronavirus?

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- ☐ How have you handled the stress of Coronavirus?
- ☐ What life lessons have you learned during the pandemic?



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- ☐ What are your thoughts on how our teams can collaborate? And how can we interact with clients safely once we return to work?
- ☐ How have you handled the stress of Coronavirus?
- ☐ What life lessons have you learned during the pandemic?
- ☐ Will you be willing to work in an office when/if working remotely is no longer required?



# At the end of this session you will learn...

- ☐ How to properly prepare for the interview
- ☐ How the “TRUST Success Model” can help you overcome any challenges
- ☐ Considerations in the post-Covid world
- ☐ The value of the 3 Ps of interviewing ... **preparation, practice** and having a **process** to increase your odds for success



Why Am I Here?

**MY**STORY

HEY! GET YOUR  
HEAD ON STRAIGHT!

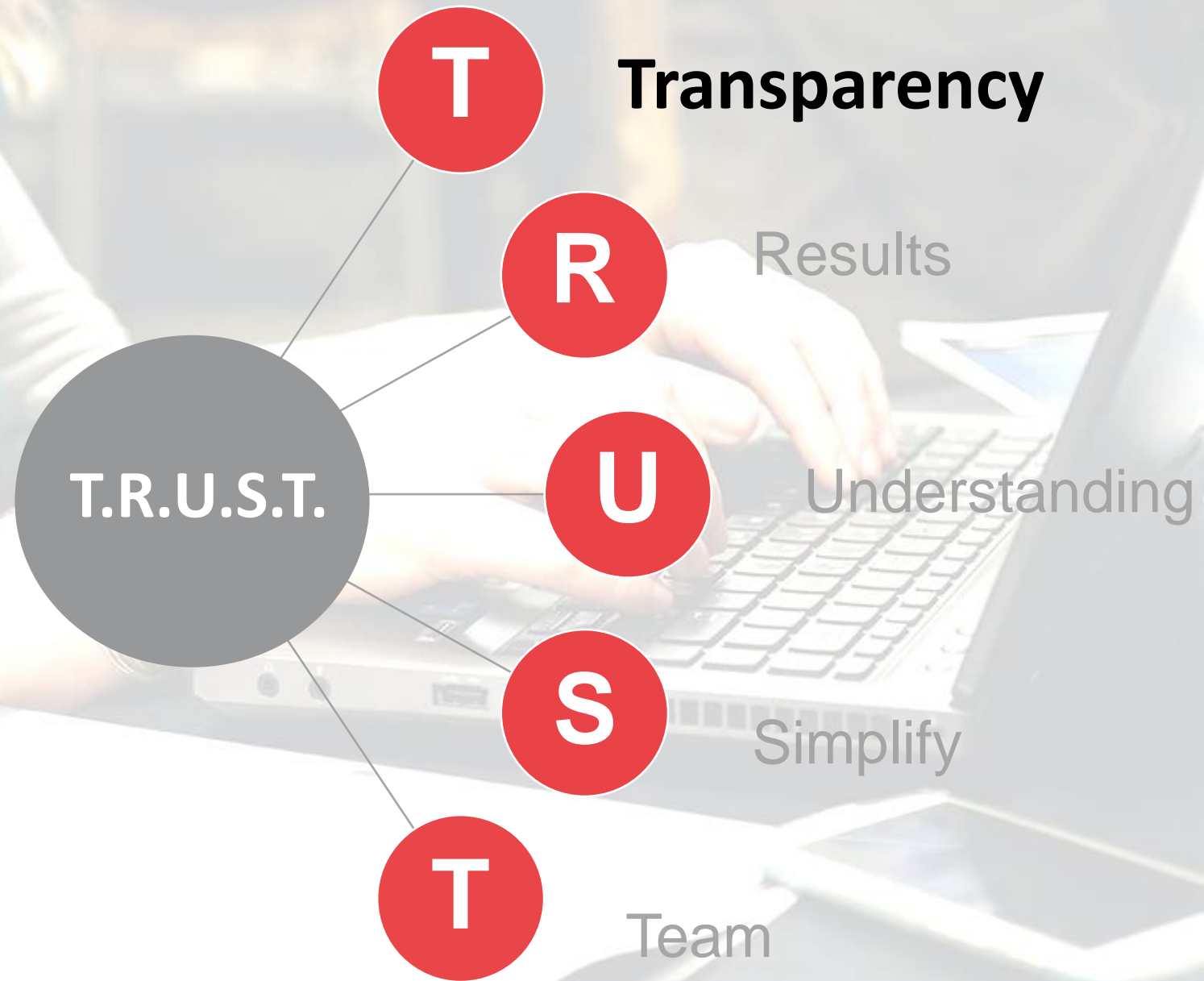


# TRUST

- To hope or expect confidently
- Firm belief in the reliability, truth, ability, or strength of someone or something









*“Know yourself; know your enemy and know your terrain and victory will never be endangered.”*

- Sun Tzu – “The Art of War”

\* Enemy = The interviewer, company, market, competition etc.

# Personal Brand

## Features

- Differentiation
- Stand out from a crowd
- Unique value proposition
- Consistent message and image

## Benefits

- Establish reputation
- Build credibility
- Advance career
- Build self-confidence
- Enhance recognition as expert



## **TEST YOUR PERSONAL BRANDING STATEMENT**

- Do you understand what I do and what my Personal Brand is?
- In your own words, tell me what you heard?
- Was it compelling and would you want to learn more?



# TRANSPARENCY

“I help people figure out the crazy job market to find their next opportunity.”

Branding Statement

“I’m a Career Coach and Executive Coach. I help people at all points of their career, whether in career transition or currently working, to realize their potential and to achieve more than they ever thought they could”

# TRANSPARENCY

“I’m a project manager who is known for delivering projects on time and under budget.

My colleagues have told me they appreciate that I truly look to understand what the desired outcome is and I am relentless in focusing on that in everything we do. My approach is both disciplined and flexible and the results typically meet or exceed expectation.”

Branding Statement

# TRANSPARENCY

“I’m a master planner and organizer who has successfully run a household of 3 children and one spouse.

My fellow stay at home parents have told me they admire how I’m able to get things done while engaging all involved by making things challenging and fun. Many of the skills I use are similar to the ones I used when I was a ....”

Branding Statement



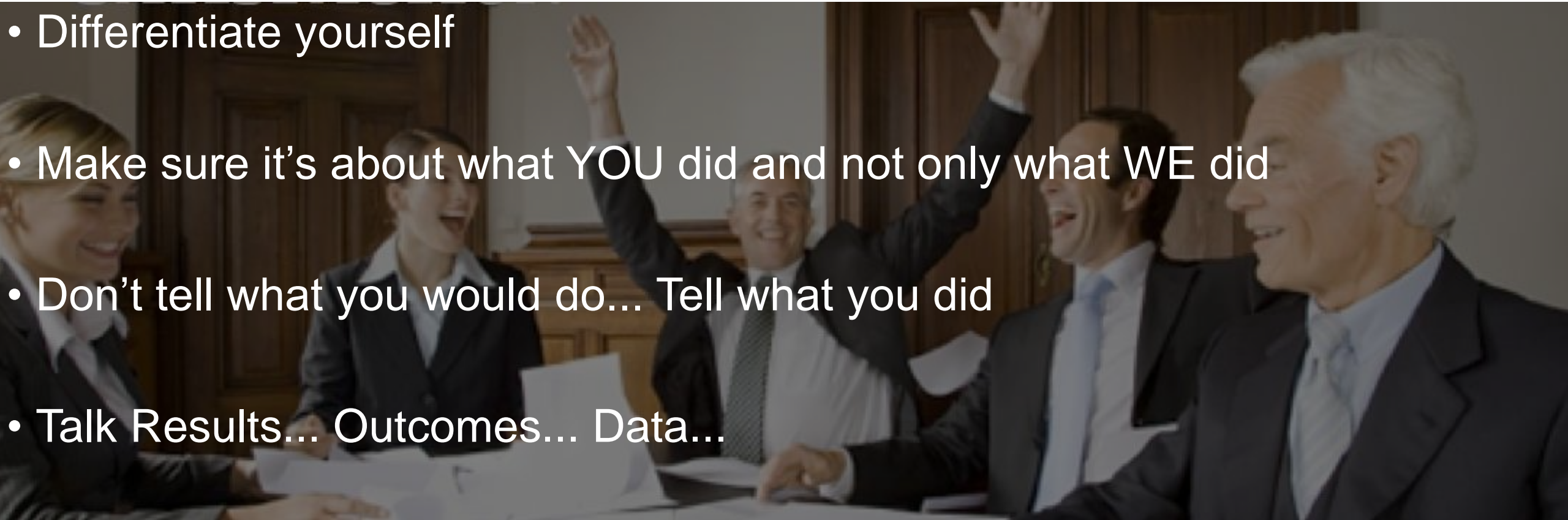
# TRUST

- Transparency
- **Results**
- Understanding
- Simplify
- Team



# RESULTS

- Differentiate yourself
- Make sure it's about what YOU did and not only what WE did
- Don't tell what you would do... Tell what you did
- Talk Results... Outcomes... Data...



# RESULTS

## RESPONSIBILITY STATEMENTS

- ☐ The scope of a job
- ☐ The routine or day-to-day duties
- ☐ Reflective of a job description

## ACCOMPLISHMENT STATEMENTS

- ☐ Beyond the basic job responsibilities
- ☐ Value added
- ☐ Quantified results
- ☐ Describe impact of actions



Understanding

- Transparency
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# Today's Job Market

- ☐ Lots of competition
- ☐ 80% of jobs are still remote
- ☐ Stressed hiring managers
- ☐ Some industries are hot and some are not






# Skills and Competencies for the Post Covid World



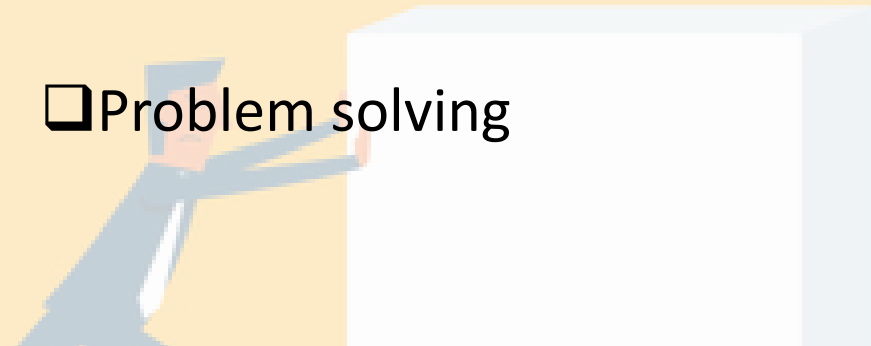
☐ Technical Ability



☐ Emotional intelligence

☐ Communication &  
Collaboration skills

☐ Initiative



☐ Problem solving

☐ Innovation

☐ Data literacy/Analytical skills

☐ Leadership



☐ Customer Service

☐ Adaptability and flexibility

# Understanding: Working Remotely

- ☐ Interview Environment
- ☐ Training and certificates
- ☐ Unique technology experience and skills
- ☐ Work ethic
- ☐ Balance



# Video Resumes

- ☐ Attention grabber and door opener
- ☐ Needs to look good
- ☐ Not your primary resume



# Video Resumes

- ☐ 1-minute long more or less
- ☐ Opportunity to demonstrate computer and communication skills
- ☐ Use link in marketing materials

- Transparency
- Results
- Understanding
- **Simplify**
- Team

**SIMPLIFY**



- ☐ Video quality
- ☐ Eye contact
- ☐ Demonstrate positivity, energy and enthusiasm
- ☐ Stay focused
- ☐ Expect to win (Don't be cocky)
- ☐ Clear the environment



A woman with short blonde hair and glasses, wearing a dark blue blazer over a white collared shirt, is seated at a wooden table. She is looking towards the camera with a slight smile. In the foreground, the back of a person's head is visible, out of focus. The background is a plain, light-colored wall.

# The 3 Ps of Interviewing

# SIMPLIFY Interviewing



## PREPARE

Start with knowing your Results



## PRACTICE

Don't let it be that the first time you hear the words coming out of your mouth is on an interview



## PROCESS

Have a consistent approach to answering questions... it's about storytelling



## Preparation

*“Victorious warriors win first and then go to war, while defeated warriors go to war first and then seek to win”*

*- Sun Tzu, “The Art of War”*

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# THE ART OF WAR



A woman with short grey hair and glasses is smiling while talking on a black smartphone. She is sitting at a desk with a laptop in front of her. The background is a bright, out-of-focus indoor space with a blue couch and some plants.

## Simplify: Phone Screen Interview

- ☐ Only participate if fully prepared and location is good
- ☐ Prepare with the job description and have it with you as a reference
- ☐ Be totally there and listen intently
- ☐ Be prepared and take notes as the interviewer is setting up the conversation





- ❑ Be positive
- ❑ Speak with a smile, good intonation and confidence
- ❑ Be aware of pace and quantity
- ❑ It's a conversation so be clear and concise



## Phone Screen Interview

- Connect with the recruiter
- Ask for contact information
- Close to be moved to the next stage
- Leave the call on a positive note

## Simplify: Virtual Interviews


- Learn about the company
- Dress Appropriately
- Be aware of your background
- Make others aware of the event





<http://www.bing.com/videos/search?q=youtube+of+man+interrupted+by+kids+during+interview&view=detail&mid=7904BADF7050CDE61DD97904BADF7050CDE61DD9&FORM=VIRE>



- 
- Smile
  - Act as you would in person
  - Make eye contact
  - Demonstrate engagement verbally/non-verbally
  - Demonstrate your professionalism, comfort level and confidence

Simplify: **Video Interviews**



A smiling woman with long dark hair, wearing a light-colored blazer over a white collared shirt, is the central figure. She is looking slightly to the right with a pleasant expression. The background is a blurred office environment with shelves and papers. The overall tone is professional and positive.

## Simplify: In-Person Interviews

- Know your resume
- Prepare for tough questions by knowing how you will address all aspects of the job at hand
- Tough questions are a reflection of the manager's desire to find the right person for the job

A photograph of three people in an office setting. On the left, a woman with dark hair and glasses is looking down at a document. In the center, a man with white hair and glasses is looking at the same document. On the right, another woman with dark hair and glasses is looking at the document. They are all sitting at a wooden table. There are several papers and a red folder on the table. The background is a plain wall.

## Simplify: In-Person Interviews

- Clarify the question and answer it directly
- Turn it into a positive
- Give a clear and concise response
- Check in

# SIMPLIFY INTERVIEWING

- ☐ Situation
- ☐ Task
- ☐ Action
- ☐ Result
- ☐ So why am I telling you this?





## Competencies

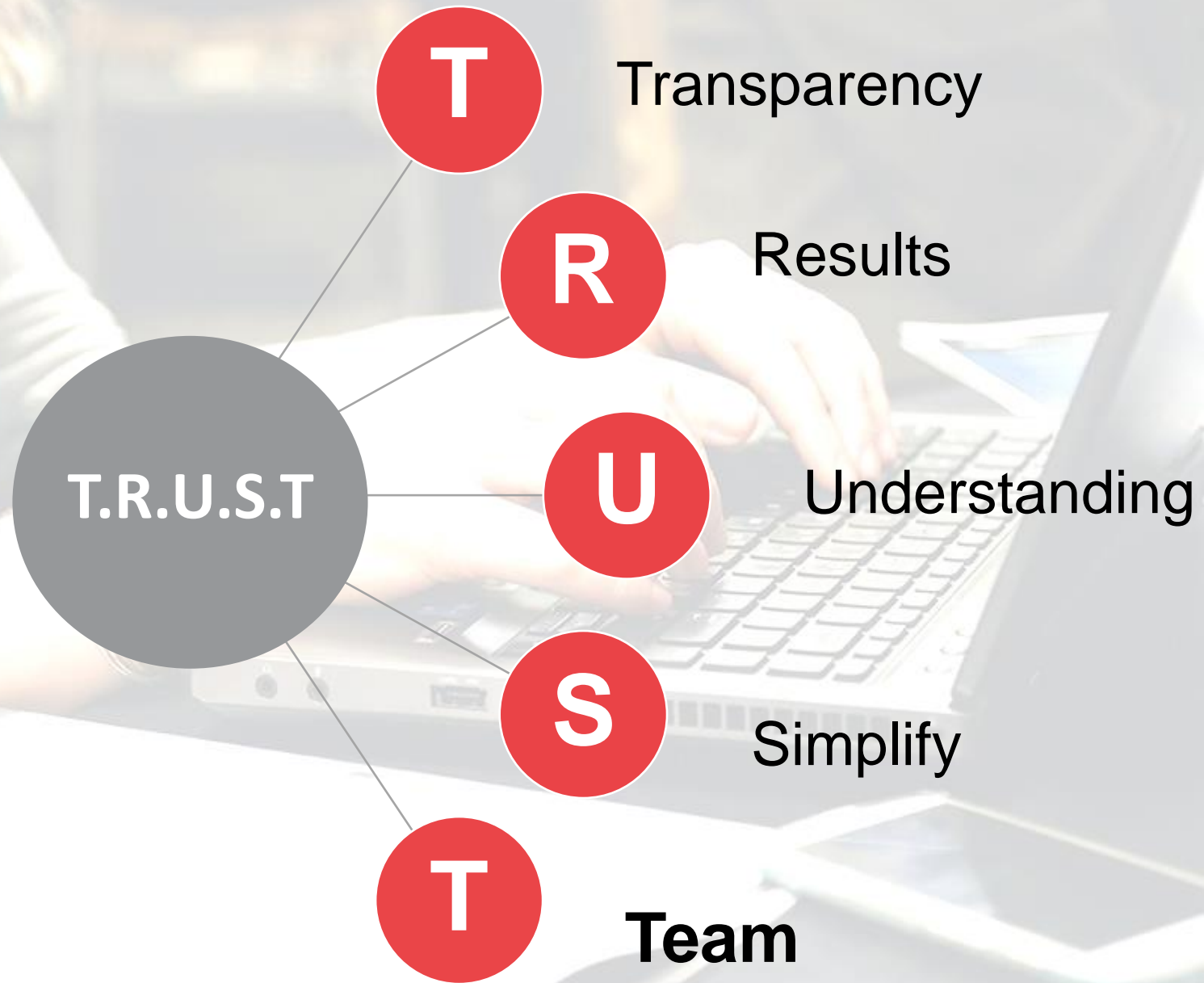
- ☐ Decision-making
- ☐ Problem solving
- ☐ Conflict management
- ☐ Leadership
- ☐ Planning & execution
- ☐ Drive results
- ☐ Analytical skills
- ☐ Performance management
- ☐ Talent development
- ☐ Stakeholder management

# Questions to Ask in a Remote Role Job Interview



- ☐ Questions around performance expectations and measurement
- ☐ Culture related
- ☐ Communication methods, frequency and style
- ☐ The Good, the Bad, and the Ugly of having a remote workforce





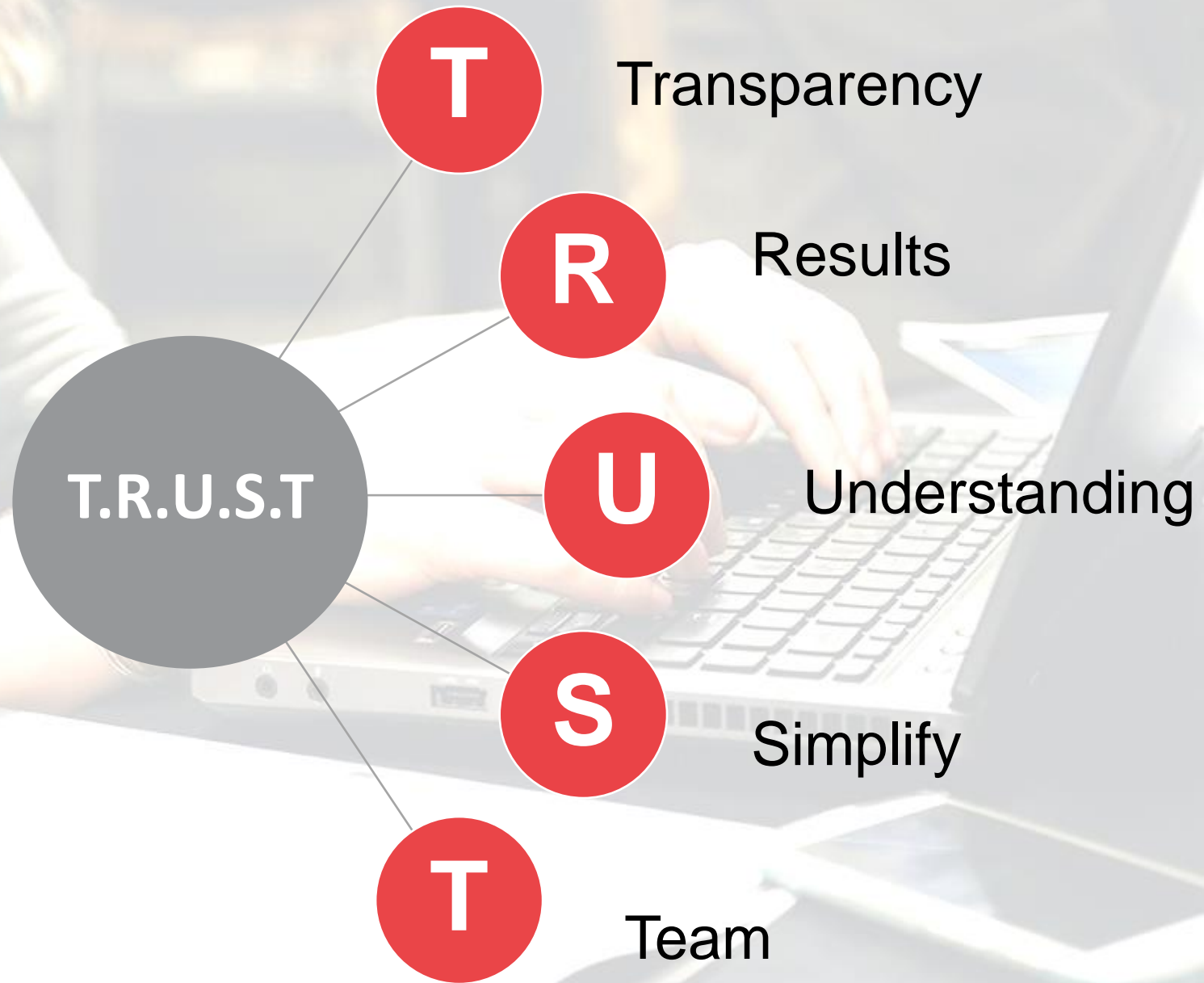
You may ask yourself “how did I get here?”

**Team**



The background of the slide features a bright, high-key photograph of a group of people sitting at tables in what appears to be a cafe or a meeting space. The people are silhouetted against the light coming from large windows, creating a grid-like pattern of light and shadow. The overall mood is professional and collaborative.

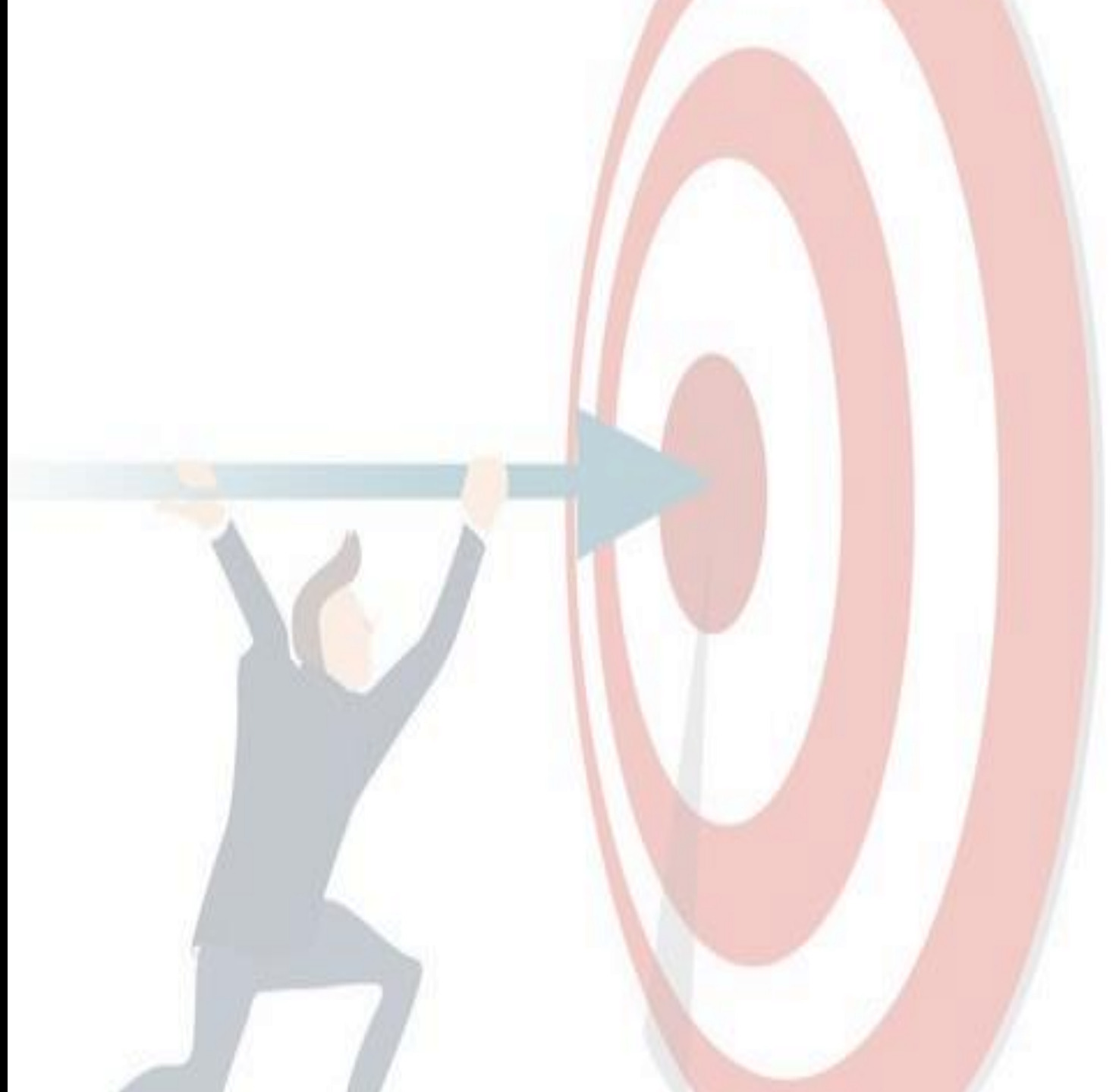
# QUESTIONS?



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**IT ONLY TAKES 1 YES FOR SUCCESS**

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# THANKS!

[Contact me for a complimentary strategy session](#) about how to use the TRUST Success Model to find your next opportunity, manage your career or to become a better leader.

[Click on this link to register for a FREE group coaching session](#)

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