

QA-MASTER THE INTERVIEW

EXCERPTS FROM THE COACHING FORUM FOR MASTER THE INTERVIEW

CONVERSATIONS BETWEEN DR. MURPHY AND PARTICIPANTS ON HOW TO MEET

THE CHALLENGES OF THE JOB SEARCH JOURNEY IN TODAY'S WORLD.

Q: I have never been more frustrated. I've been told I have to prepare HUNDREDS OF ANSWERS FOR THE INTERVIEW. What must I really do? NOW?

ECM: FOCUS...and, don't beat yourself up. Contrary to most advice that "YOU MUST Learn hundreds of answers to succeed in the interview," you only MUST FOCUS ON FOUR ESSENTIAL ANSWERS. The research on this is very, very clear. There are four basic areas you need to address. Everything else is a variation of one or all of the four. That's it!

And, the reason is that good interviewers would go crazy, as well as make big mistakes themselves, by not pursuing a simple and consistent strategy. They need to get real, authentic answers regarding what matters most. They know that you don't know everything. They want to be sure you know and have done what counts.

As our President, Niles Kin, consistently reminds us, simple and direct is the key to anything in life. And, it's the same here.

Q: What about the Resume and Cover Letter? Why start by mastering the interview? Isn't this backwards?

ECM: No. The other way is. How can you write an authentic resume that will resonate with the people who read it if YOU HAVE NOT THOUGHT ABOUT WHAT YOU WILL SAY TO THEM FACE-TO-FACE? AND, NO JOB IS REALLY WON UNLESS YOU DO MEET FACE-TO-FACE.

The research on this is very revealing. Our research of what interviewers are actually experiencing reveals that, more and more, the resume and cover letter ---which are often prepared by other people than the candidate--- prove to be phony when the interviewer meets the candidate.

The reason is that candidates were not advised properly. They did not really understand what the job search involves and how it is, ultimately, about communicating honestly and clearly with another human being...the interviewer. The results were a lot of phony and pretentious resumes and awkward, insincere cover letters.

It reminds you of dating service problems where people report that the person they met for dinner was not the one "advertised" in the picture and bio on the website. In many ways, this new research will work to your advantage because we understand this: **WE WILL NOT LET YOU WRITE A PHONY RESUME OR COVER LETTER. WHEN YOU THINK ABOUT WHO YOU WILL MEET IN THE INTERVIEW AND WHAT THEY NEED TO KNOW ABOUT YOU, YOU WILL PREPARE AN AUTHENTIC RESUME AND COVER LETTER.**

When you prepare the resume with the interview in mind, the process becomes very clear. We'll show you how do it simply, quickly and with great effectiveness.

Q: No one else emphasizes research about the interview. Why is this so important?

ECM: Because, as our company motto says: "In God we Trust; All others must use data!" The days of the "know-it-all guru" are over.

The world is just too complex for any one person, no matter how experienced, to have all the answers. I'm an older guy—I won't tell you how old...but older than you. I could pretend that I know what's going on. But, I know, and all my colleagues remind me everyday, that I don't have all the answers. In fact, if I relied on my experience alone, I could be dangerous. No. It's vital that every answer be backed up by research driven evidence and data.

Q: This job searching business is very lonely and depressing. How do I keep myself going?

ECM: You can't succeed alone! So, there are three things I'd recommend.

First, each of us needs a Coach when we set out on great journeys. That's why we designed the **Master the Interview Series to be video based**. You can read stuff till you're blue in the face. But, everyone of us needs to know that someone out there cares and knows how to get through the struggle. And, in this case, because I've seen more than my share of interview struggles, it's me. And, I'll do my best to help. And, though I've written my share of books, I want to talk to you face-to-face, to very personally emphasize what works and doesn't. The videos help do that.

Secondly, you need to implement, seriously, the interview partner strategy I talk about. As you'll see in the series, you start right off interviewing with others...and, you never stop until you interview and win a job.

Third, throughout the process, you need to keep in contact with me and my associates through **The Master The Interview Coaching Forum**. This is where we work through the questions, frustrations and challenges of the job search process. If you check around, I think you'll find out we are pretty dependable folks. We'll walk with you on this Journey. A few thousand already have. Hang in there and we'll get the job...together.

Q: How important is preparation and practice. I've heard it's important to just be fresh and spontaneous. Right?

ECM: Fresh and rested, RIGHT. Spontaneous as in not prepared, not rehearsed, ABSOLUTELY WRONG!

Think of a great performer...a singer, a gymnast or runner. Without practice, they would never succeed. And, neither will you. My daughter is a violinist and teacher, whose ensembles have performed for the President and Vice President in two administrations. However spontaneous they appeared at the White House, they had practiced hundreds of hours to get there.

Now, I don't want you to go nuts practicing. That's why the program we've designed gets you up and out interviewing with friends and then, increasingly, with new people. Before you know it, you are "practicing" with a new person who finds your humility, confidence and authenticity to be just what they --- or someone they know--- needs in their company. When you practice the right way, the performance that wins you the job will happen easily as part of the flow.

Q: What's the key to getting your emotions under control?

ECM: The simple answer is to go someplace private, look in the mirror, smile and say, "it's a pleasure to meet you!" And, mean it.

Why does this work? And, how do you get yourself really in the "Zone" you need to be in is more than I can say here. But, there is a very specific protocol and process that you need to follow to get yourself focused sufficiently to succeed, which I cover in **Master the Interview**.

This is not fun and games but serious business. To the extent anxiety goes up, so does fear, negativity and depression. Studies of battle field commanders reveal that as this emotional cycle takes hold, creative and adaptive thinking declines, along with performance and operational intelligence. The results are inferior decisions and higher mortality levels on the battlefield.

So, we treat the issue of emotional control very seriously and teach you a simple, but very clinically and functionally solid technique to make sure you are at your emotional best in the interview.

Q: What about discrimination in the interview? What do I do if it seems this is happening?

ECM: Unfortunately, we are going through a new and more intense cycle of bad behavior, of which discrimination is a part. Let's remember that tough situations call for clarity and quality preparation, so: Follow the script we developed and rehearsed. But, there's more.

First, and foremost, remember that an interviewer needs to select talented and dedicated people. If the discrimination you are experiencing is a function of sheer stupidity, but not malevolence, then demonstrate resilience, be the better person and continue with your interview script as we discussed. Today, with overall anxiety in the society reaching levels not seen since the 1930's, you will see more routine social callousness and insensitivity. If that is what you sense you're experiencing, then continue on as if it doesn't exist while emphasizing the four key competencies that are at the heart of your four part script. Usually, the interviewer in such situations will respond to your good example and improve their behavior, as well as their appreciation of your competency and professionalism.

Second, however, if the discrimination is overt, especially if it is sexual, but also if it is racial, gender, ethnically, religiously or, increasingly, age based, excuse yourself and leave. Quickly but authoritatively.

Then, you have two choices. One choice is to immediately write the Company COO, with a copy to the interviewer's superior indicating your concerns and experience. I'll be more detailed about this in later Forums, but it is important that this letter be calm and professional. It should also indicate that you think highly of the company and would (if you think the interviewer was just "one rotten apple") appreciate the opportunity to interview again. If the interviewer was discriminatory to you, you can be sure you were not the only person treated badly.

Years ago, I might have suggested that you just forget about it and move on to the next interview, which is your second choice. However, research and different times changed our company's—and my—perspective. Keeping in mind that our objective is getting YOU a job, senior managers increasingly respect people who speak up about what is right.

Remember, discrimination is just plain bad business. Our world, and its customers are increasingly diverse. Sure, discrimination is stupid and malevolent. But, it is also a function of less competent people who put businesses in bad positions. When you tell superiors about the problem, you are demonstrating your commitment and professionalism, qualities that are desperately needed in this increasingly wired but insensitive world.

During the past few years, this strategy has been especially effective in bringing good people to the attention of executives who responded to their letters by not only offering an invitation to another Interview but to a job as well.