

## \*\*\* CAREER DOCTOR

**Q.** I was recently let go from my job and am now facing interviews for the first time in 15 years. The good news is I've got a few lined up, but I'm terrified of them. Can you give me some advice?

**A.** Interviews can be a daunting event for most jobseekers, but effective preparation will greatly improve your confidence, performance and results. You need to take a systematic approach to your preparation, focusing on two key areas — what you are going to say (the message) and how you are going to say it (communicating the message).

Knowing what to say will improve your confidence. Remember you are talking about yourself, so you are already a product expert. The key point to remember is the importance of understanding



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the client requirements. This will help you focus your message at interview and outline relevant skills, experience and supporting examples.

How you communicate the message is also essential for success, as 93pc of communication is non-verbal. Body language, tone of voice and energy all play a critical role. You should simulate and

practise mock interviews or role play. Although not the real thing, they will help. Get feedback where possible and work on identified areas.

The fact that you are securing interviews is very positive. You should take confidence from this and believe in yourself and your ability. These employers obviously like what they see on your CV and your interviews will serve as confirmation of this. From experience, most interviewers actually want candidates selected for interview to perform well so that they can make a hire and get back to their day job.

Prepare thoroughly and focus on the positives, as our fears and the images we create in our minds never materialise. Best of luck!

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