

Chapter 1: The Interview Ready System: Your 90-Day Plan

From Interview Ready by Jordan Hale — ebookdev.com

****FOUNDATION BUILDING**** To become interview ready, you need a structured approach. The 90-day preparation architecture is designed to help you build a strong foundation, practice consistently, and polish your skills. The first 30 days are crucial, as they lay the groundwork for your success. During this period, you'll focus on research and positioning. You'll research the company, the role, and the industry to understand the requirements and expectations. You'll also position yourself as a strong candidate by highlighting your skills, experience, and achievements.

To get started, take the Interview Readiness Assessment, a comprehensive evaluation of your current strengths and weaknesses. This assessment will help you identify areas that need improvement and provide a roadmap for your 90-day plan. The assessment covers five key areas: resume and online presence, networking and connections, interview skills and experience, personal branding and confidence, and job search strategy and tactics. By understanding your strengths and weaknesses, you'll be able to create a tailored plan that addresses your specific needs.

****RESEARCH PHASE**** The research phase is a critical component of your 90-day plan. During this phase, you'll gather information about the company, the role, and the industry. You'll use this information to create a list of potential questions, practice your responses, and develop a deep understanding of the company's needs and expectations. To conduct effective research, follow this checklist:

* Review the company's website, social media, and news articles to understand their mission, values, and culture * Research the company's products, services, and competitors to understand their market position and challenges * Analyze the job description and requirements to understand the key skills and qualifications needed for the role * Identify key stakeholders, including the hiring manager, and research their background and interests * Use online resources, such as LinkedIn and Glassdoor, to gather information about the company and the role

****PRACTICE PHASE**** The practice phase is where you'll apply what you've learned during the research phase. You'll practice your interview skills, develop your responses to common questions, and refine your personal brand. During this 60-day period, you'll focus on mock interviews, skills development, and networking. You'll use the following framework to structure your practice sessions:

* Mock interviews: schedule regular mock interviews with friends, family, or a career coach to practice your responses and receive feedback * Skills development: identify key skills required for the role and develop a plan to improve them, such as taking online courses or attending workshops * Networking: attend industry events, join online groups, and connect with people in your network to expand your reach and gather information about the company and the role

****POLISHING PHASE**** The polishing phase is the final 30 days of your 90-day plan. During this period, you'll focus on feedback and optimization. You'll refine your interview skills, finalize your personal brand, and prepare for the actual interview. You'll use the feedback from your practice sessions to make adjustments and improvements. To get the most out of this phase, use the following script to solicit feedback from your practice partners:

* "Thank you for taking the time to practice with me. Can you provide feedback on my responses, body language, and overall performance?" * "What did I do well, and what areas need improvement?" * "Are there any questions or topics that I should focus on during the actual interview?" * "Do you have

any suggestions for how I can improve my personal brand and online presence?"

****COMMON MISTAKES**** To ensure your success, it's essential to avoid common mistakes that can derail your interview preparation. The following are five mistakes to avoid:

* Lack of research: failing to research the company, the role, and the industry can make you appear unprepared and uninterested * Poor time management: not allocating sufficient time for practice and preparation can lead to a lack of confidence and poor performance * Inconsistent personal brand: failing to develop a strong personal brand can make it difficult to stand out and be remembered * Insufficient practice: not practicing regularly can lead to a lack of confidence and poor performance * Negative attitude: having a negative attitude or mindset can undermine your confidence and performance

By avoiding these mistakes and following the 90-day preparation architecture, you'll be well on your way to becoming interview ready. Remember to stay focused, stay positive, and keep practicing. With dedication and hard work, you'll be able to achieve your goals and land your dream job.

****Case Study: From Preparation to Success****

To illustrate the effectiveness of the 90-day plan, let's consider the story of Emily, a marketing professional who wanted to transition into a product management role. Emily had a strong background in marketing, but she lacked direct experience in product management. She knew that she needed to develop new skills and build a strong personal brand to increase her chances of landing her dream job.

Emily started her 90-day plan by researching the product management role and identifying the key skills required for the position. She discovered that she needed to improve her knowledge of data analysis, product development, and project management. Emily created a plan to develop these skills by taking online courses, attending workshops, and reading industry blogs.

During the preparation phase, Emily scheduled regular mock interviews with her friends and family to practice her responses to common product management interview questions. She also joined online groups and connected with people in her network to gather information about the company and the role. Emily's network provided her with valuable insights into the company culture and the skills required for the position.

As Emily entered the polishing phase, she refined her interview skills and finalized her personal brand. She used the feedback from her practice sessions to make adjustments and improvements. Emily created a strong LinkedIn profile, developed a personal website, and established a presence on other social media platforms. She also prepared a portfolio of her work, showcasing her skills and accomplishments.

Emily's hard work paid off when she landed an interview with a top tech company. She was well-prepared and confident, and she nailed the interview. Emily received an offer for the product management role and accepted it. She attributed her success to the 90-day plan, which helped her develop the skills and confidence she needed to succeed.

****Additional Interview Scripts/Templates****

In addition to the script provided earlier, here are some additional interview scripts and templates that you can use to solicit feedback and prepare for your interview:

* ****The STAR Method****: This method is commonly used to answer behavioral interview questions. The STAR method stands for Situation, Task, Action, and Result. + Situation: Set the context for the story + Task: Describe the task or challenge you faced + Action: Explain the actions you took to address the challenge + Result: Share the outcome of your actions * ****The SOAR Method****: This method is similar to the STAR method, but it is more focused on the outcome. + Situation: Set the context for the story + Opportunity: Describe the opportunity or challenge you faced + Action: Explain the actions you took to address the challenge + Result: Share the outcome of your actions * ****The Elevator Pitch****: This is a brief summary of

your background, skills, and experience. It should be no more than 30 seconds to 1 minute long. + Introduction: Start with a brief introduction and a hook to grab the interviewer's attention + Background: Provide a brief overview of your background and experience + Skills: Highlight your relevant skills and qualifications + Call to Action: End with a call to action, such as expressing your enthusiasm for the role

****Role-Specific Examples****

Different roles require different skills and qualifications. Here are some role-specific examples of interview questions and answers:

* ****Product Management****: + What are some of the key metrics you would use to measure the success of a product? + How would you prioritize features and develop a product roadmap? + Can you describe a time when you had to make a difficult decision about a product feature or launch? * ****Data Science****: + Can you explain a complex data concept to a non-technical person? + How would you approach a data analysis project, and what tools would you use? + What are some of the key challenges you face when working with large datasets, and how do you overcome them? * ****Software Engineering****: + Can you describe a time when you had to debug a difficult issue in your code? + How would you approach a new project, and what steps would you take to ensure its success? + What are some of the key principles you follow when writing clean and maintainable code?

****Common Mistakes in Different Industries****

While the common mistakes outlined earlier are relevant to most industries, there are some industry-specific mistakes that you should be aware of:

* ****Tech Industry****: + Not staying up-to-date with the latest technologies and trends + Not having a strong online presence, such as a GitHub profile or a personal website + Not being able to explain complex technical concepts in simple terms * ****Finance Industry****: + Not having a strong understanding of financial concepts and regulations + Not being able to analyze and interpret financial data + Not being able to communicate complex financial

information in a clear and concise manner * ****Healthcare Industry****: + Not having a strong understanding of medical terminology and concepts + Not being able to communicate effectively with patients and healthcare professionals + Not being able to maintain confidentiality and handle sensitive information

By avoiding these common mistakes and following the 90-day plan, you can increase your chances of success in your job search. Remember to stay focused, stay positive, and keep practicing. With dedication and hard work, you can achieve your goals and land your dream job.

****Case Study: Overcoming Common Mistakes in the Tech Industry****

Meet Emily, a highly skilled software engineer with a passion for artificial intelligence. Emily had been searching for a new role for several months, but despite her impressive background and skills, she was consistently facing rejection. After reviewing her interview performance and online presence, it became clear that Emily was making several common mistakes that were hindering her chances of success.

Firstly, Emily's online presence was lacking. She didn't have a personal website or a GitHub profile, making it difficult for potential employers to find and assess her work. Secondly, Emily was struggling to explain complex technical concepts in simple terms, which was causing her to come across as unclear and unconfident in interviews.

To overcome these mistakes, Emily worked on building a strong online presence by creating a personal website and GitHub profile. She also practiced explaining technical concepts in simple terms by creating a blog and writing articles on topics related to her field.

In addition, Emily worked on developing a more structured approach to answering interview questions. She used the STAR method to frame her responses, which helped her to provide clear and concise answers that highlighted her skills and experience.

After making these changes, Emily noticed a significant improvement in her interview performance. She was able to confidently explain complex technical concepts and showcase her skills and experience to potential employers. Within a few weeks, Emily landed a job at a top tech company, where she is now working on exciting projects and continuing to develop her skills.

****Additional Interview Scripts/Templates****

When preparing for an interview, it's essential to have a clear and structured approach to answering questions. Here are some additional interview scripts and templates that can help you to prepare:

* ****Introduction Script****: "Hello, thank you for taking the time to speak with me today. My name is [Name], and I'm excited to learn more about the [Role] position at [Company]. With [Number] years of experience in [Industry/Field], I'm confident that my skills and qualifications make me a strong fit for this role." * ****Problem-Solving Template****: "When faced with [Problem], I would [Action]. For example, in my previous role at [Company], I [Action] which resulted in [Outcome]. I believe that this experience has prepared me to handle similar challenges in this role and make a positive impact on the company." * ****Behavioral Question Template****: "In my previous role at [Company], I [Action] which demonstrated my [Skill]. For example, I [Specific Example] which resulted in [Outcome]. I'm excited to bring this skill to this role and contribute to the company's success."

****Common Mistakes in Different Stages of the Interview Process****

While common mistakes can occur at any stage of the interview process, there are some specific mistakes that are more likely to occur at certain stages. Here are some common mistakes to watch out for:

* ****Initial Screening****: Not researching the company and role thoroughly, not having a clear and concise elevator pitch, and not being prepared to answer common interview questions. * ****Phone or Video Interview****: Not being prepared to answer behavioral questions, not having a quiet and private space to conduct the interview, and not being able to clearly communicate technical

concepts. * **In-Person Interview**: Not dressing professionally, not being able to build rapport with the interviewer, and not being prepared to ask thoughtful questions about the company and role. * **Final Interview**: Not being able to provide specific examples of accomplishments and skills, not being able to articulate a clear vision for the role, and not being able to negotiate salary and benefits effectively.

Deeper Role-Specific Examples

Here are some deeper role-specific examples of interview questions and answers:

* **Marketing Role**: What are some of the key metrics you would use to measure the success of a marketing campaign? How would you develop a social media strategy to engage with customers and increase brand awareness? Can you describe a time when you had to analyze customer data to inform a marketing decision? * **Sales Role**: What are some of the key principles you follow when building relationships with customers? How would you approach a difficult sales conversation, and what strategies would you use to close a deal? Can you describe a time when you had to negotiate a contract or agreement with a customer? * **Operations Role**: What are some of the key principles you follow when managing a team or project? How would you approach a complex operational problem, and what strategies would you use to optimize processes and increase efficiency? Can you describe a time when you had to communicate complex operational information to a non-technical audience?

By avoiding common mistakes, practicing interview scripts and templates, and preparing for role-specific questions, you can increase your chances of success in your job search. Remember to stay focused, stay positive, and keep practicing, and you'll be well on your way to landing your dream job.

Get the full 12-chapter Interview Ready system at [ebookdev.com/
interview-ready](https://ebookdev.com/interview-ready) — \$14.99