

# *Before the Interview: Be Sure to Know...*



1. Yourself
2. The Position
3. Your Interviewers/Manager
4. The Organization/Culture
5. The Industry



COURTESY: SHUFFERT



The “Why you?” question:

*Why should I hire you instead of  
the other candidates?*



# *Value Proposition Presentation*

“Why should I hire you?”

- Your assignment is to present a 2-minute version of your answer to this question. Your answer needs to capture your what makes you stand out as uniquely qualified for the position.



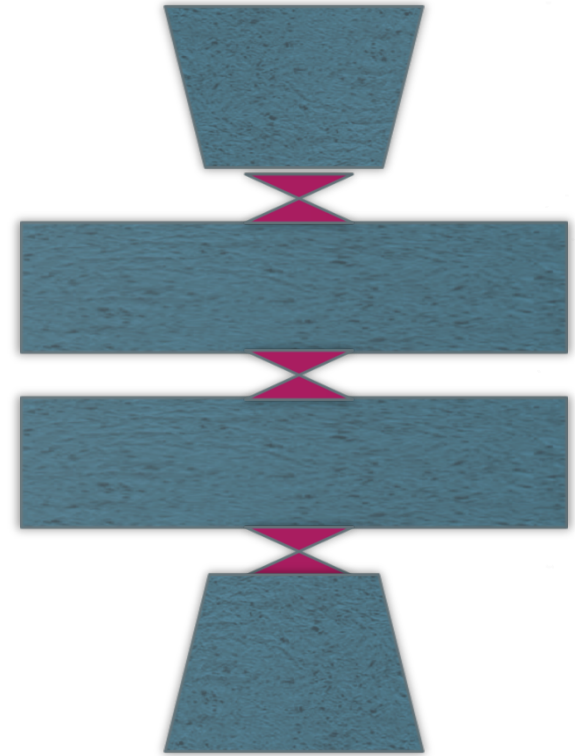
# *What is a Value Proposition?*

- Demonstrates your skills, knowledge, and personal characteristics
- Determines your “fit” with an organization
- Illustrates what makes you uniquely different from any other job applicant



# Basic Breakdown

- **You attitude**
- *Transition*
  - **Strength**
  - Example (Quantify/Qualify)
  - Benefit
- *Transition*
  - **Strength**
  - Example (Quantify/Qualify)
  - Benefit
- *Transition*
- **Respectful close**



# *Specific Requirements*

- Begin with the you attitude
- **Identify 2 unique strengths**
- Provide specific evidence (examples) of how you have demonstrated **each strength** in the past
  - Quantify (#s) or
  - Qualify (stories) both examples
- Provide a “benefit” statement for each strength (a sentence that captures how the hiring manager can expect to benefit from your strength)
- Summarize strengths
- Respectful close



# *Basic Value Proposition Categories*

- **Core Skills (Abilities)**
  - Leadership
  - Analytical Skills
  - Creativity
  - Teamwork
  - Communication Skills
  - Management Skills
  - Capacity to Learn
  - Drive
- **Knowledge**
  - Functional
  - Industry (and company)
  - Global
- **Fit**
  - Personality (cultural fit)
  - Commitment to the Company (company fit)
  - Interest in Functional Area (job fit)
- **What's missing? How can you make the basics memorable?**

*Chernev, A. Mastering the Job Interview: The MBA Guide to Successful Business Interviews: 2006.*



# Job Posting Online: Accountant at Deloitte

- **Provides financial information** to management
- **researching and analyzing** accounting data;
- **preparing financial reports** to determine or maintain record of assets, liabilities, profit and loss, tax liability, or other financial activities within an organization.





# Accounting Intern – Goldman Sachs

- Strength: Teamwork
- Example: I enjoy working with other people and sharing ideas. I'm a member of the LDS Leadership Institute and I've worked with team members from twelve different countries on a plan for student engagement at the University of Utah.
- Benefit: When I work at Goldman Sachs, I will enjoy working with your corporate strategy teams, and I can easily accommodate team members from multiple cultural backgrounds.



# Sales Lead - Best Buy

- **Strength:** 2 years of successful leadership development training experience.
- **Example:** Last year, 5 employees completed my leadership program at Office Max and were promoted to management positions.
- **Benefit:** Since Best Buy is growing so rapidly, I can help you develop qualified candidates to immediately fill leadership gaps and minimize disruption for your customers.

