

To: Gloria Campbell  
 From: Student Behavioral Interviewee's Name  
 Date: October 2011 Association of Business Communication in Montreal, Quebec, Canada  
 Subject: Favorite Assignment: Behavioral Interview Research Template using "Medtronic – Brand Marketing Manager" position example

<b>Research on company including competitors, financial trends, and types of jobs posted on site:</b> Founded in 1949. Mission is to alleviate pain, restore health, and extend lives by developing new medical technology. Main competitors are Boston Scientific and St. Jude's Medical. Good fiscal 2009, revenue up 8%, and net earnings grew 50% to \$3 billion. International revenues increased 14%. Market leader. Job postings in a wide variety of fields: management, engineering, marketing, sales, research.			
<b>Key Values of Organization:</b> Leadership, Community Involvement, Diversity			
<b>Type of job you are applying for and at least 6 verbs or skills from job description:</b> Brand Marketing Manager. Establishing, Driving, Define, Develop, Execute, Support, Collaborates			
Possible Values & Job Skill Verbs	Problem/Situation Examples	Action Description	Result Description
Establish	Biology research project	Proposed new research in the field, supported with background info	Establishes a project that could be replicated or advanced by students
Drives	Eagle Scout project	Supervised and motivated over 50 volunteers. Got funding from church council	Project was well done and completed on time.
Define	Group project in management, had to define goals and mission statement of project organization	Listed core values thought would be important and used them to craft the mission statement	Came up with good definition of organization. Received good grade of A.
Execute	Lab prep	Executed instructions in manuals to the letter	Nothing blew up, labs were on schedule
Supports	ITS	Provided support to students and faculty, fixed their computer problems. Communication and problem solving	Was successful at job, offered summer position
Collaborate	Lab prep	Collaborated with professors and other workers to make sure labs were clean, safe, and ready for class	Biology lab classes were able to run on schedule
Leadership	Track & cross country	Worked hard every day, set good example, talked one on one with people about problems	Good team unity, two conference track titles, improvement in cross country times
Community Involvement	Co-organized 5k fundraiser for flood relief in Cedar Valley	Contacted authorities, supervised 50 volunteers, ran timing and communicated results	Race went smoothly and \$1k proceeds delivered to charity
Diversity	Have traveled to Europe. Had a foreign exchange student stay with family	Established close relationship with exchange student through communication and understanding of culture.	Such a good relationship that we still talk 5 yrs later and I have visited his family
<b>List at least 3 questions for interviewer:</b>	What is the training process for new employees? What are the long term expectations if I continue in this position 10+ years? What keeps you at Medtronic compared to your competitors?		
<b>Planned follow-up</b>	Network to find alumni working there prior to interview. Send thank you note, inquire about when I can expect to hear from them, etc.		

