

Interviewing Strategies

Your step-by-step guide to preparing, practising, and performing with confidence

1. Research and Preparation

Why it matters: Preparation shows you’re serious about the opportunity and helps you tailor your answers to the role and company.

Company Research

Fill in the details below as you research:

Area	Notes
Company name	
What they do / main products or services	
Mission statement	
Core values	
Recent news or achievements	
Company culture (describe in 3 words)	
Who is interviewing you (if known)	
Why you want to work there	

Tip: Use the company’s website, social media, and press releases to learn more. Reference your research naturally in your answers.

2. Understanding the Role

Why it matters: Knowing what the employer needs helps you show how you can meet those needs.

Role Breakdown

Area	Notes
Job title	
Key responsibilities	
Top 3 skills required	
What excites you about this role?	
What challenges might you face?	

3. Preparing STAR Answers

Why it matters: STAR helps you structure strong, evidence-based answers to competency or situational questions.

The STAR Framework

Step	What to include	Example prompt
<i>Situation</i>	The background or context	“Tell me about a time you worked in a team.”
<i>Task</i>	What you needed to achieve	“What was your role in the project?”
<i>Action</i>	What you did specifically	“How did you contribute?”
<i>Result</i>	The outcome	“What was the impact or feedback?”

Practice Exercise

Think of 3–5 experiences you can turn into STAR examples.

These could come from:

- University projects
- Internships or part-time jobs
- Volunteering or extracurricular roles

Use the table below to start drafting:

Skill or competency	STAR Example Summary
Teamwork	
Problem-solving	
Leadership	
Communication	
Adaptability	

4. Anticipating Common Interview Questions

Write out your short notes or key phrases below — no need for full scripts.

Typical questions include:

- Tell me about yourself.
- Why do you want to work for this company?
- What are your strengths and areas for development?
- Tell me about a time you faced a challenge.
- Where do you see yourself in five years?

Pro tip: Record yourself practising. Listening back helps you refine your tone and clarity.

Question	Key Points to Include
Tell me about yourself	
Why this company?	
What are your strengths?	
Example of teamwork	
Example of problem-solving	

5. Preparing Questions to Ask the Interviewer

Why it matters:

Good questions show interest, confidence, and preparation.

 Write 3–5 thoughtful questions here:

1
2
3
4
5

Need inspiration? Try these:

- What does success look like in this role?
- How would you describe the company culture?
- What are the team’s biggest goals this year?

6. Tailoring Your Answers

Why it matters:

The most successful candidates align their examples with the company’s culture and the job’s purpose.

Company value or priority	Example you can share
Innovation	
Teamwork	
Customer focus	
Integrity	
Continuous improvement	

 **Tip:** Use words and themes from the company’s job advert or mission statement — it signals alignment.

7. Managing Nerves and Building Confidence

Before the interview:

- Practise aloud
- Review your STAR stories
- Plan your outfit
- Check the route or video link
- Bring a copy of your CV and notebook

During the interview:

- Smile and make eye contact
- Take a breath before answering
- Listen carefully and clarify if unsure
- Stay positive and professional

After the interview:

- Send a thank-you email
- Reflect: what went well, what can improve
- Note follow-up dates

 Reflection space:

What did you learn about yourself from this interview?

8. Common Mistakes to Avoid

- Arriving unprepared or late
- Giving generic answers
- Talking for too long without structure
- Forgetting to ask questions
- Speaking negatively about past experiences
- Not showing enthusiasm

 Remember: Employers hire potential as much as experience. Preparation and self-awareness make a lasting impression.

Bonus: Interview Day Checklist

Print this page and tick it off before your next interview:

- Research the company
- Review job description
- Prepare 3–5 STAR examples
- Prepare 3–5 questions to ask
- Rehearse aloud
- Choose appropriate outfit
- Test your tech (if virtual)
- Bring notebook & CV copy
- Stay calm, confident, and authentic

Ready to go deeper? Explore our blog for career advice, mindset tools, and real-world strategies to help you move forward with clarity.
