



6 Interviewing Tips That Will Give You an Edge Over Other Candidates

By Catherine Kaputa

In his State of the Union address, President Obama said that the US must be able to compete if we want to succeed in a global economy. “We need to out-innovate, out-educate, and out-build the rest of the world.” He used the cold war imagery of Sputnik to inspire Americans as he outlined his plan for restoring American competitiveness.

There are two ways that you can be competitive in today’s marketplace. You can compete with an up-to-date and relevant skill set for the marketplace what I call hard power. And you can compete with better personal branding and marketing, what I call soft power or branding power.

Here are specific soft power things you need to do to boost your competitiveness the job search and job interviews:

1. **Leverage the power of a first impression:** The first 15 seconds and your first 15 words are the most important.



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2. **Have 3 accomplishments and 3 stories:** Don't talk functional responsibilities; tell stories about three projects or accomplishments that demonstrate what you can do in the new job.
 3. **Find sponsors:** We've all heard about networking and finding a few key mentors, but those who outcompete others also find sponsors. A sponsor is a senior executive who will advocate for you and introduce you to others.
 4. **Pose powerfully:** Studies show that certain poses project confidence and power such as leaning in when others are speaking to you while other poses brand you as a wimp.
 5. **Think of your resume as a narrative:** A resume should tell an interesting story not be a laundry list of everything you've ever done. Jettison things that are irrelevant to the plot line.
 6. **Level the playing field:** You demonstrate confidence when you engage the interviewer with questions of your own. It immediately levels the playing field.