

Power UP your Professional Image™

Body Language & Interview Tips

from Kathy McAfee, America's Marketing Motivator

1. Make a Great First Impression.

- Practice giving a professional handshake. Avoid the world's 8 worst handshakes. (See book *The Definitive Book of Body Language* by Allan and Barbara Pease.)
- Work on your posture and body alignment. A strong, grounded stance will communicate volumes about your confidence and credibility.

2. Learn to Build Rapid Rapport.

- Chant the mantra "*Job #1 is to build rapport.*"
- Rapid rapport can be achieved through **mirroring and matching** the other person's physiology, vocal intonation, and language patterns.
- Additional resources including watching videos from NLP Master Practitioner and Trainer, Mark Shepard at www.ModernJedi.com. Also the book, *Neuro Linguistic Programming for Dummies* is a good resource

3. Harness the Power of Questions.

- Make sure you walk away with more information that you came in with. Listen twice as much as you speak. Make the interview more of a conversation than an interrogation. Assume equality of value and worth with your interview. Remember, you have a choice to make as well.

4. Avoid telling your whole life story.

- When asked "tell me about yourself," start in reverse order. Tell them where you want to go (future), where you are (present) and where you have been (past)
- If asked at the end of an interview is there anything else they need to know about you, avoid the urge to make one final sales pitch. Instead, ask a question:
 - i. "*Is there any reason why you wouldn't consider me the **ideal candidate** for this position?*"
 - ii. "*Of all the things we talked about, what stands out as the most important to you when making a hiring decision for this position?*"
 - iii. "*How will you make your decision?*"

5. Use S.P.A.R. stories in your interviews to illustrate your competencies.

- S** = situation
- P** = problem, challenge, or obstacle to be overcome
- A** = Action that you took
- R** = results from those actions