

Deliver a great Presentation at interview to convince your audience to pick you.

More and more frequently, companies use a presentation format to evaluate candidates at interview. It helps a prospective new employer gauge your preparation, interpretation and communication skills more effectively.

MAKING A PRESENTATION AT INTERVIEW

While previously associated with roles in sales, marketing and HR, we now see presentation style interviews in technical and operations hiring, as companies seek to assess how well you can communicate concepts to others.

The first step in preparing for a presentation to be delivered at interview, is to make sure you have an accurate understanding of the precise information the company is looking for. It's one thing to misjudge an interview question and easy to get back on track. It's another to have nine PowerPoint slides on your laptop which miss the true point of the presentation. Make sure you get this information in writing from the company and start your presentation with an outline of your understanding of their request.

Ask what format the presentation is to be delivered and what facilities will be available. If you are using a laptop, bring colour print outs for all members of the interview panel. If the laptop or their screen decides not to work, you are goosed without a print version to work through. If you are the only person who thought of taking this step, you will stand out against the others.

For all presentations, remember that visuals work stronger than text. It may not be possible for all presentations or even all parts of a presentation, to use an image to communicate your message, but people remember visuals better than text.

In general the average presentation at interview will last twelve to fifteen minutes, structure your communication around this time frame. Less is often more. The well known three step guide for presentations, works particularly well at interviews:

- i) Tell them what you are going to say* (refer to their email outlining the content required),
- ii) Tell them* (deliver the content required using visuals wherever possible),
- iii) Tell them what you told them* (summarise what you have said, against the content they requested).

During your presentation at interview, look for feedback. Ask your audience if they feel you are covering the information they wanted effectively. Often people will want to give you a steer, but are reluctant to interrupt a person in flow.

Don't spend all your time on preparing colourful slides. Practice your presentation over and over again. In the hours before delivery, get used to hearing your voice out loud making the points that you want to communicate at the interview. This is a key step to having good recall at the right moments.

Confidence is borne from the level of knowledge the presenter has on the subject.

