

Guide for making interviews

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GUIDE FOR MAKING INTERVIEWS

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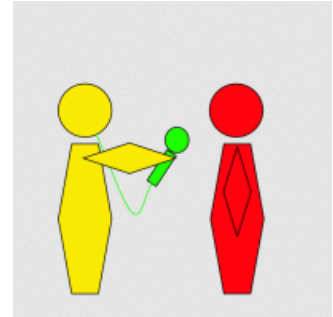
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1. Interviews

1.1 Definition

An interview is an interactional communication process which involves the asking of questions by the interviewer for the specific purpose of obtaining research-relevant information and answering of questions by the interviewee.



The perfect interview

Sandra Maischberger describes it exactly right: "A good interview, that's 50 percent preparation and 50 percent what you make of it." (cf. "Television Journalism: A Handbook for Training and Practice (Journalistische Praxis)" by Axel Buchholz and Gerhard Schult)

1.2 Types of interviews

Traditional interview

This is the most basic and traditional form of interview where you are being puzzled by a solo interviewer. Most executives have participated in these. Focus on highlighting how your skills, experience, and accomplishments prove you are the best candidate for the role.

Telephonic interview

A telephonic interview usually conducted to screen whether you are worth calling for a round of face to face interview. You need to be honest, courteous as well as polite while answering.

Online Interview

It saves the candidate and company money on travel costs, but still allows interviewers to observe the candidate's character. Many companies are conducting interviews Online (e.g. Skype, Microsoft Team) especially if the candidate and interviewer are located in different states or countries. It takes the telephonic interview to the next level. You need to dress just like you dress for a face to face interview. Prepare for these as you would for an in-person interview.

Panel interview

The interview is conducted with a panel of interviewers with one chairperson heading the panel. This kind of interview can be quite intimidating. Such interviews are more popular in the public sector.



Group interview

A group of candidates are clubbed together with a moderator leading a discussion on a particular topic. Every candidate is expected to express an opinion and debate confidently. Some group interviews also involve completing certain tasks in groups which helps them gauge the candidate's leadership as well as team skills.

Interview over lunch/dinner

An interview over lunch or dinner is mostly conducted for senior positions. In such kind of interviews, the employer is looking to assess your communication and interpersonal skills. The employer wants to know in-depth about you.

Apprentice interview

Few companies only hire candidates after witnessing their actual performance. You will be asked to execute a task successfully and your performance will be assessed during the course of the task.

Career Fair interview

Career fairs have become a fad in the HR industry. It is one of the best platforms for freshers to get hired. Impromptu interviews are conducted at several booths and you have around 10 to 15 minutes to convince the employers why you are the best.

2 Steps for a good interview

An interview is more than just asking prepared questions. Conducting good interviews is a skill.

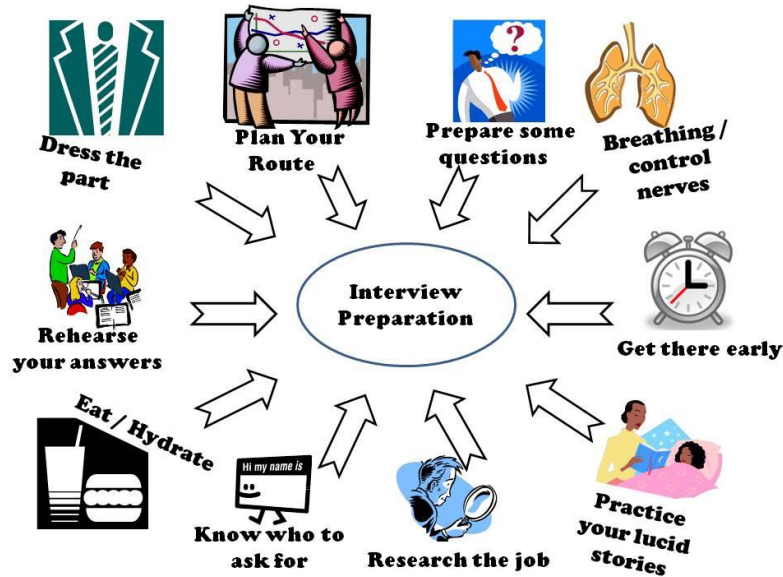
A successful interview is characterised by a clear flow and a dramaturgy. This is the only way to ensure that your interviewer and the audience can follow you. You should follow a concrete line and not jump back and forth between different topics. Define the opening of the interview, the order of the questions and the conclusion (an important question) already during the preparation. In other words, you need a red thread.

The very first question determines the course of the interview. It determines whether the interviewee feels comfortable and comes out of his or her shell. In addition, the audience gets a first impression of the interviewee and the harmony between you as interviewees.

With the final question, you finally send your audience "home".



2.1. Preparation



STEPS FOR A GOOD PREPARATION

Only those who prepare well, will benefit from the necessary flexibility during interviews. You also go into the interview much more relaxed and professional.

You know that you have researched the most important points and know the topic and your interview partner well enough? How do you prepare for an interview as a moderator?

As a journalist, you will certainly find yourself in a situation in the course of your career where you have to go into an interview completely unprepared. For example, if the opportunity for an interesting interview arises at short notice. But also when a colleague is absent and the TV or radio station spontaneously sends you to the scene of the event.

Ideally, however, you should find out about an upcoming interview in good time and be able to prepare yourself thoroughly.

Gather background information on your interviewer and the topic. The more you know, the easier it will be for you to lead the conversation and steer it in the right direction or, if necessary, improvise.

The most important points of your research:

the interview partner: Name, function and career (make sure that the name and function are correct or that you pronounce the name correctly)



the topic of the interview, including related topics (in case different questions arise).

the central question of your interview: What do you want to convey to your audience and which key points are of overriding interest? Focus not only on facts, but also on emotions.

It makes sense to have a preliminary telephone conversation with your interview partner. If this is not possible for organisational or logistical reasons, plan a small time buffer for this on the day of the interview.

Clarify taboo topics: ask for unclear points or further background information. Your task is to integrate these briefly and attractively into your introduction and your questions.

2.2. Conducting

CONDUCTING THE INTERVIEW

Interviewers must be trained in the procedures for conducting the specific interview, and these procedures must be “standardized” so that the respondents receive as consistent and identical interviews as possible.

To schedule the interview, a mutually convenient time for the potential respondent and the interviewer must be identified.

KEY STEPS TO CONDUCT AN INTERVIEW:

- Making contact with interviewee
- Preparing for the interview - Coming up with questions
- Meeting with your interviewee
- Following up on your interview

2.3. Tips to improve interview performance

- Practice good nonverbal communication
- Dress for the job or company
- Listen
- Don't talk too much
- Don't be too familiar
- Use appropriate language
- Don't be cocky
- Take care to answer the questions.



2.4. What makes a good interviewer?

- Knowledge about the person, task, goal
- Training and experience
- Listening attentively
- Emotional maturity
- Control of anger and aggression
- Empathetic attitude
- Ability to recognize uniqueness
- Stable personality

3. Interview techniques

3.1. Before the interview

- Learn something about the company and the interviewee
- Think about your goal for the interview; what do you want to know and to tell?
- List your points for the interview
- Be prepared with the questions and having good questions is a sign for your interests

Very important

- ✓ Dress appropriately. Neatness and cleanliness are very important
- ✓ Be sure that you are on time for the interview.
- ✓ Mobil phone OUT – not on vibrate.

3.2. At the interview

- Have confidence in yourself. SMILE!!
- Shake hands firmly, depends on the rules
- Introduce yourself and say “Hello, I’m ...”
- Ask, if it is allowed to record the interview
- Be pleasant, and try to relax. Avoid nervous habits.
- Look at the interviewee when talking.
- Ask your questions loud and clear.
- Be active in the interview, follow the answers carefully and ask any further questions that arise from them.
- Show enthusiasm and interest to your interviewee.



3.3. After the interview

- Always have a least one question to ask at the end of the interview, as a conclusion.
- Shake hands when leaving, depends on the rules.
- Say, "Thank you for your time and consideration. I have enjoyed meeting you, and I have enjoyed our discussion."
- SEND A THANK YOU MESSAGE

4. Tips for the interviewer

What to take with you for an interview?

Ensure you have everything you need, such as:

- ✓ pen and notebook
- ✓ your mobile phone for possible final telephone arrangements
- ✓ your preparation for the interview
- ✓ a recording equipment
- ✓ breath mints or gum
- ✓ a bottle of water

What to wear to an interview

- ✓ There is no a dress code to make an interview.
- ✓ What you'll be expected to wear depends on factors such as the size of the company and their different standards.
- ✓ If you're unsure on the dress code, ask before attending the interview.
- ✓ The key point to remember is that it's much better to be too smart than too casual. Only opt for a more casual outfit if you're absolutely certain that's acceptable - if there's any doubt, always go for smart business attire.
- ✓ Whatever you choose, make sure that your clothes are ironed and your shoes are clean.

Ways to make a good impression

- As you're preparing for the interview, think about ways you can show yourself.
Among the best techniques are:
 - ✚ Punctuality: arriving late will increase your stress levels and give the interviewee a bad first impression, so do your best to arrive in good time.



- ✚ Positivity and enthusiasm: be polite and professional with the interviewee. During the interview, be enthusiastic about the interview and the theme.
- ✚ Body language: give a firm handshake (depends on rules) to your interviewer(s) before and after the session. Once you're seated, sit naturally without slouching in your chair or leaning on the desk. Throughout the interview, remember to smile frequently and retain eye contact.
- ✚ Clarity: be clear and precise in your questions, maintain eye contact and smile. When asking, don't speak too quickly.

5. The interview is/tself

General

Sometimes the topic is a sensitive and difficult one for the interviewee and can make the interviewer nervous. As an interviewer, you should always remember this: I ask the questions.

Open questions

Questions must be open. They should give the other person the opportunity to talk.

To the question: "Have you been annoyed by this?" we get a dry "Yes", and that cannot be quoted. -

Better:

"How did you feel about this reproach?" or: "Why were you angry about it?"

Who, Where, What, When, How, Why, Where from?

The most important questions here are the W-questions: Who, Where, What, When, How, Why, Where from? It is important to have an open questioning attitude. There are "closed questions" that nevertheless encourage people to speak. The prerequisite is an atmosphere that inspires confidence.

Unproblematic questions first

Basically, we need an introductory question that allows the interviewer to adjust to the interview situation and find his or her personal flow of speech. Only then can we go into the important topics.

In the interview, it is also important to ask the unproblematic questions first. The really emotional questions or those that could cause a critical situation only come at the end.



This has the following advantages:

In emotional interviews, the partner can get used to the situation and to us. He gains confidence and feels more comfortable.

In critical interviews, the Colombo effect helps. The crime commissioner conveys a feeling of security: he says goodbye and goes to the door. The interviewee no longer expects that Colombo could be dangerous to him. - Then he turns around under the door and unexpectedly asks the most important question. We can also use this technique if necessary. For example: to "catch a hard-boiled guy cold".

The interview as a psychological game?

Every interview is full of psychological phenomena. We talk to people from whom we want to hear certain statements. The interviewee is usually willing to talk to us - but whether he will openly reveal facts is another matter. In any case, we have to try to respond to the different personalities.

6. Telephonic interview

So you're not meeting your interviewee in person and he/she will be interviewed over a call. Sounds easy, right? It isn't. Many make the mistake of taking telephonic interviews lightly and blow away a perfectly good opportunity. Follow these tips to ensure you can reach the next step of the interview:



- Fix up a time and day that is convenient. The interview is mostly scheduled keeping the availability of both parties in mind. Make sure you and the interviewee a time when you would be able to attend to the call.
- Keep a copy of your preparation with the questions and additional information in front of you. This will also help you give your introduction and your interview in a proper organised manner.
- Make sure to find a quiet place for the interview. Switch off the television or music to get rid of any distractions. Be in area which has good network to avoid frequent call drops.
- Keep a glass of water nearby so that a dry throat or cough does not get in the way of your discussion. Avoid eating or chewing anything like a gum to be able to talk clearly.
- Address the interviewer by the complete name unless agreed otherwise.
- Be calm. You will end up talking too fast or not be attentive if you're nervous. This is your time to show your ability to be patient and handle situations. Nervousness can come across very easily whether it is over a call or in person. Ask your question and listen carefully, take a deep breath and then respond.
- Keep your prepared sheet and make notes during the interview.



- Don't stretch the topic of the interview. Keep your questions crisp and to the point.
- Use clean and professional language during your interview. This even applies to a telephonic conversation. Avoid use of slangs or filler words and keep your tone professional.
- Dress up. Yes, this may sound odd but a good posture and dressing up can boost your confidence and will even come across in your tone. Smile and let the confidence show even as you speak.

Phone interviews can be tricky but take a cue from these tips to ace your next interview.

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