

# HOW TO GET THE JOB YOU REALLY WANT

## POWERFUL PRESENTING SKILLS FOR JOB INTERVIEWS

A 'Better Presentations' guide By Stuart Corrigan

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On four different occasions I have surveyed the readers of my presentations newsletter and asked them a question: “What aspects of business presenting do you find most challenging?” Every time I’ve asked the question I get the same response, “presenting at an interview” the readers reply. So if you also want to slay the beast that is presenting at a job interview, then you are in the right place.

In this short report I’m going to cover:

- The benefits of learning to present at an interview
- In what situations is this structure applicable?
- The exact step-by-step process for building a presentation at an interview; even if you have to do it on the spot
- The problems that most people encounter when using the structure under pressure
- When the structure may have to be modified

### **The benefits of learning interview presenting**

Here’s why you should learn how to present at an interview. The first benefit is that learning this vital skill will allow you to take control of your nerves. Even if you are half-way through an interview and you are given the dreaded task of having to build a presentation in less time than it takes to change your socks you will be calm and collected knowing that you have a simple plug and play structure you can use as a template for your information.

But that’s not all. Don’t forget there’s the little matter of taking control of the interview. When you can demonstrate that you can present like a pro you can take charge of the room. This means you can show how well you deal with pressure, how well you can take charge of a meeting, and the poise with which you can deal with senior executives. But most of all, as they are watching the clarity of your message, they’re thinking how lucky they would be to get you. It’s as if you have turned the tables and you’re now interviewing them.

Finally there's the smug feeling of accomplishment you get when they've tried to unnerve you and you've handled it as if building and giving presentations on the spot is just something that you do every day. Not to mention the high you get after the phone call telling you that you got the job.

Seriously, I am not over egging this pudding. Last week a friend had an interview for a job as a community midwife. She had a five minute presentation to do. She was up against at least 100 other candidates and she got the job. And according to her the reason she got the job was quite simply what she learned from the material in this book. Next up, what do I mean by a presentation interview and when should you use the structure?

### **When you should use this structure?**

The first and most obvious is when you have an interview for a job. But the structure applies to any situation when you have to give your views on a topic. So you could use it if you are attending a meeting and have to make a short yet astonishing presentation.

The other way you can use this material is to break the structure down into a mini structure, don't worry I will explain this and use it as a powerful means of answering questions concisely and with clarity.

Basically it's like this, any time you have to make a point you can use all of this structure to help you be memorable, get your point across and get what you want, *that is what you want isn't it?*

### **Why it works**

Next: the principles that govern the structure. For those of you that need to know why something works before you can use it; you'll want to read this bit.

The basic idea is that you want to be very clear in the point(s) you are making during your presentation and why you are making those points. You then use evidence to support your point and finally you explain to your audience (prospective employer) what this means for them.

Time out, why bother going through this process? The reason for starting by making a point is that it shows you have an opinion and are decisive. Then you show that you have analytical skills by explaining the theory or rationale behind the point. You then demonstrate logical reasoning by providing evidence and finally do a bit of a selling job on the panel by making the point mean something for them.

Hence, you have shown them, subconsciously, that you have a range of skills which they can tap into if they hire you. And you can be more explicit about it if you want. I'll teach you how to do that in just a minute. First let's just take a second to discuss the two different types of presentations you are likely to get asked to do.

### **What you'll get asked to do**

Many years ago, as a manager in a large blue chip organisation, about 20% of my time was spent interviewing staff. We only ever asked for two different types of presentations:

1. Content based i.e. show that you can regurgitate and interpret information from a book, or present a thesis on how to make a change.
2. Situational interviewing i.e. demonstrate that you have the skills, knowledge, character or personality traits to do the job at hand.

You'll be pleased to hear that the structure I'm about to give you will work for both of these types of presentations.

Ok, now you have the theory I know you're ready for the practical stuff, read on, it's next.

## **What you do to build and use the structure**

In this section I will outline the structure and then explain exactly how to use it to build and present at an interview presentation. The structure is as follows:

**P**oint

**R**eason or rationale

**E**vidence or example

**P**otential benefits

### **Making your point**

Let's break the structure down. Point, is quite simply as it suggests, that you make a point. A point is a full sentence and is your view on an issue.

Here's an example, imagine that you were asked to review a book (any book) for your interview. And let's push the boat out and imagine that you choose to review my book on change management. You might say

***“The first point I want to bring out is one made in chapter one, Stuart Corrigan advises that service organisations should be designed from the customer's perspective”***

That's a clear point, 'Service organisations should be designed from the customer's perspective'

The other type of scenario you might get at an interview is to do a presentation on yourself, typically strengths vs. weaknesses (sorry I'm crying because it's 2009 and the lack of creativity shown by employers is sad, in-fact if you get asked to do this refuse and then get the first bus home on the grounds that they must be boring to work for).

Anyway let's proceed. Imagine you've decided that your strength is creativity. So to turn that into a point you simply say "**Point 1. One of my greatest strengths is abundant creativity.**" And note that I used a power word: **abundant**, you have to do whatever it takes to separate yourself from the herd, using power words is one small way to capture their attention.

Here's another wee tip. When you say "Point 1" physically count it out on your finger. It's helps to engage other parts of your body and just helps to keep you loose.

### **Providing a reason why**

This bit is based on social psychology, so it's really powerful. Don't skip reading it and don't leave it out of the presentation.

The idea is that because you give a reason for what you've said, it makes you more believable and the interview panel are more likely to buy you and your ideas.

Here's the psychology behind the theory.

In the-book 'Influence' by Robert Cialdini, he states that your ideas will be more readily accepted and people will do your bidding more often if you provide a reason why. In the first chapter Cialdini cites a social psychologist, Ellen Langer, who conducted an experiment into pushing in line at the photocopier. When she gave no reason for pushing in "*can I cut in, I have 5 copies?*" 40% of the time her colleagues said no. But when she gave a reason "*can I cut in, I have 5 copies and I'm in a hurry*" 94% of the time her colleagues said yes."

So what you're doing is showing that there's some theory or principle behind your point. But we're going to add a twist, which is we're going to use it so that you can show your brilliant intelligence and skills.

Here's how to do it. Let's go back to our point:

***Point: 'Service organisations should be designed from the customer's perspective'***

***Reason: "I agree with Corrigan's perspective, because in my experience, whenever you stop looking after your customer, you start adding cost to the bottom line."***

Do you see how you've just become the expert; subconsciously you're saying ***'I'm the thought leader on this and though Corrigan wrote about it, I had discovered it first.'***

### **Provide evidence**

The idea is that you will add evidence in the form of an example, to support your point. This is especially important when what you are asked to do is present information about yourself and why you should get the job.

In this part of the structure you're adding further weight to your point and theory by making it real. But you're going to be sneaky and score extra interview points.

It would be perfectly credible to take your example from the-book you've read, i.e. ***'In his book Corrigan provides an example of a service organisation that failed to do the right thing for the customer and got lots of additional calls to handle. As a result their costs went up.'***

Here's another little tip, if you provide your example from the-book you've been asked to review, be specific. Don't just say ***"in his book..."*** say ***"in chapter 3 page 42 of his book..."***.

But here's a better way of doing this. You make the point from the-book i.e. ***'In his book Corrigan provides an example of a service organisation that failed to do the right thing for the customer and got lots of additional calls to handle. As a result their costs went up.'***

Then you explain how you had also identified the issue and how you handled it, you make yourself (subconsciously) the pre-eminent source on the subject, and you take it one step further by explaining how you handled the issue.

Here's what you say.

***"I agree with what Stuart Corrigan has to say, for example in our contact centre I had identified that 35% of our demand was a result of one of our website payment processes going wrong. I immediately contacted our web master, got her to upgrade the code on the site and got the problem fixed fast. The CEO reckoned that as a result of my quick thinking I saved the company about £100,000 in lost sales."***

Do you get the idea?

Finally you have to make the evidence relevant to the interview panel; this is the knockout blow that shows them that you are right for the job because you will be the only person who has translated the presentation into benefits for them.

### **Provide Benefits**

This bit is easy, you simply say "what this means to you is...".

For example: ***"What this means to you is that you get the benefit of my ability to identify and solve problems, which can help you make more money, reduce costs, improve your competitive advantage, or increase your return on investment etc etc."***

And if you want to turn it up a notch, do this. Do some advance sleuthing, have a look at their website, their company brochure and make the benefit really relevant. For example:

***"What this means to you is that you get the benefit of my ability to identify and solve problems. For example take your website, I notice that when you try to checkout using PayPal it doesn't work, did you know this? I can help you fix those kinds of issues routinely and of course this means I can really help you save money, generate money etc etc."***

## **Let's put it all together**

### **Point**

***"The first point I want to bring out is the one made in chapter one, Stuart Corrigan advises that service organisations should be designed from the customer's perspective"***

### **Reason**

***"I agree with Corrigan's perspective, because in my experience, whenever you stop looking after your customer, you start adding cost to the bottom line."***

### **Evidence**

***'In his book Corrigan provides an example of a service organisation that failed to do the right thing for the customer and got lots of additional calls to handle. As a result their costs went up.'***

***"I agree with what Stuart Corrigan has to say, for example in our contact centre I had identified that 35% of our demand was a result of one of our website payment processes going wrong. I immediately contacted our web master, got her to upgrade the code on the site and got the problem fixed fast. The CEO reckoned that as a result of my quick thinking I saved the company about £100,000 in lost sales."***

### **Benefit**

***"What this means to you is that you get the benefit of my ability to identify and solve problems. For example take your website, I notice that when you try to checkout using PayPal it doesn't work, did you know this? I can help you fix those kinds of issues routinely and of course this means I can really help you save money, generate money etc etc."***

Get the idea?

Let's look at one final scenario.

If you are asked to do a presentation on why you are right for the job just use the same structure but substitute the information in a book for information about you. The most important issue if you are presenting about yourself is to be very specific. This is situational interviewing, what you must do here is be specific about the instances when you demonstrated the skills that they need.

Here's the idea

### **Point**

***"I'd be an excellent choice for this job because of my problem solving ability."***

### **Reason**

***"This is a really important skill because it directly impacts cost, service and revenue."***

### **Evidence**

***"For example in our contact centre I had identified that 35% of our demand was a result of one of our website payment processes going wrong. I immediately contacted our web master, got her to upgrade the code on the site and got the problem fixed fast. The CEO reckoned that as a result of my quick thinking I saved the company about £100,000 in lost sales."***

### **Benefit**

***"What this means to you is that you get the benefit of my ability to identify and solve problems. For example take your website, I notice that when you try to checkout using PayPal it doesn't work, did you know this? I can help you fix those kinds of issues routinely and of course this means I can really help you save money, generate money etc etc."***

All you have to do now is put it all together. In an interview repeat the structure around 3 times. Allow five minutes for each iteration. Adjust this accordingly depending on how much time you have.

Now you have to put the icing on the cake, planning your opening remarks.

## **Planning your opening**

It may seem strange that you plan this as the end, but often once you have planned your presentation it comes out slightly differently from how you originally pictured it in your head. As a result how you will open will change.

How you open your presentation is really important. It's the difference between standing out and blending in. I write a weekly blog on organisational change and business optimisation (<http://www.vanguardscotland.co.uk/blog/>). For the past 43 weeks I've rigorously tested headlines against open rates. The best I've got was 82% the worst was 16%. Planning your opening is the same. If *you* don't open well *they* simply won't engage their brains.

So don't open with another boring sentence like "Here's why I'm right for this job" or "in this presentation I'm going to review Stuart Corrigan's latest book", (honestly I'm yawning as I write).

Here are a number of different ideas for opening:

1. Make a statement that challenges logic.
  - a. "There are three reasons why I'm not right for this job." Then say things like "If you want someone who watches the clock and never has an idea, I'm not right for you."
  - b. "I was disappointed in the-book you asked me to read." Then say "I was disappointed that it gave away all the secrets about how to win in your industry, but now that I've read it and I can help you win, here's how".
2. Ask a question.
  - a. "Are you aware that there's something missing from your business that may be costing you a massive competitive advantage in the market? That missing ingredient is ME, let me share three reasons why I'm right for this job."
3. Tell a story.
  - a. Five years ago I learned the biggest lesson of my life. A customer walked through the door of our business and because our order taking process was so difficult we lost our biggest ever sale. I've never forgotten that lesson and here's what I've learned as a result that can help you avoid the same problems.

For more ideas on how to open strong check out the book 'Better Beginnings' by Carmen Taren (available from Amazon.com)

Let's deal with the final issue, the presentation materials.

### **To PowerPoint or not to PowerPoint**

Here's the thing; it doesn't really matter, unless the interview panel requests that you use a particular medium.

But what is important is that the medium you use to showcase your message should be visually stunning. Use pictures to highlight your point. Use lots of colour. If you're not using PowerPoint still use pictures but get them blown up to flipchart size. If you are using a flipchart make sure the writing is beautiful and have a picture beside any of the key words.

Here is the best book I've found on getting inspiration for my slides, it's called 'Slideology' by Nancy Duarte and it's available from Amazon.

Alternatively check out this lady's slides (Carmen Taran), on Slideshare

<http://www.slideshare.net/carmentaran>

### **Conclusion: See The Big Picture**

Congratulations, you've reached the end of my report on presenting at interview. By going through each section of this document you now have everything you need to present like a pro at an interview and get the job of your dreams.

But once you get the job of your dreams you have to keep the job of your dreams. And if your new job involves presenting information or data, you're going to need a more complete picture of how to build a compelling presentation that contains data, information or analysis.

I have a resource dedicated to giving you everything you need for business presentations.

## Here's how the system works

**First:** I teach you an exact structure to get your audience's attention, so that they know exactly what's coming. I even give you the words to use.

**Second:** I show you how to plan the overall structure of your presentation using questions. This means that you stay on track and only give the audience the information they want. So you can give less information with a bigger impact. One client got promoted because he became so good at doing this.

**Third:** You get a step-by-step guide for planning how to bring out the point evidence and consequence for every piece of data you will use. You want to make an impact? This is how to do it.

**Fourth:** You find out how to check there is no fluff or useless information in your presentation. This keeps your info tight and your audience loving the fact that you can say so much with so little.

**Fifth:** You get to access to all the different types of evidence. It's amazing what you can do to capture the curiosity of an audience if you know how.

**Six:** You will see how to pre-sell every point for maximum impact. If their attention drifts you bring them right back on track with this technique.

**Seventh:** You get access to their emotions once you know the exact structure for weaving a story through the data. Data on its own is boring, but I teach you how to give data a face.

**Eighth:** You get a fast start guide so you can plug and play your presentation right away. If you only got this it would be worth the investment of the whole system. I guarantee you will use this over and over again to reduce the time it takes you to plan a presentation.

You also get:



**How to immediately get your audience's attention, without jokes or clever tricks.**



**How to quickly and easily define exactly what you want to say so you never worry about building a presentation again.**



**How to find and choose compelling evidence to make even the most boring subject more interesting.**



**How to continually re-grab your audience through your presentation.**



**A quick start check list that will allow you to build any presentation, pitch or course fast, with no stress. I will give you the structure in a PDF so you can use it again and again.**



**An exact structure for using stories or anecdotes to make your data come to life. Watch the smile (or tears) appear on the face of your delegates!**



**How to get decisions faster by engaging your audience emotionally as well as intellectually.**



**How to prepare for team based presentations so that they go without a hitch (and you sleep the night before).**



**How to prepare terrified team members for a presentation so that they look poised and confident (ok, at least more confident).**



**Tips for making your summaries more interesting. Watch as your audience nods to confirm that they've understood what you said.**

The value of my system is simple -- you get a skill that will allow you (if you put it to work) to build amazing presentations... no matter what. Even if all you had were a pen and a flipchart you could still out present all the others using flashy PowerPoint.

Second, I guarantee that this report will, at the very least double your ability to get your ideas across in your presentations. **This means more impact and a greater ability to sell your ideas.**

Finally, if you've only ever used PowerPoint to build your presentations then this system is going to be extremely valuable for you because it will allow you to do both of the above really quickly.

When I first developed this system I reduced my preparation time from 4-days to around 40-minutes. But let's just say for you, all you save is 5 - 6 hours of stress and hassle when building a business presentation. What is that time worth to you? Maybe you'd spend it being more productive, maybe you'd spend it with your family or maybe you'd just put your feet up and relax.

Three people have told me that this system has helped them get such clarity and structure in their business communications that they've actually been promoted as a result. And one guy got a \$7500 increase in his salary. That's quite a result for a small investment wouldn't you agree?

Even with all this value, **I'm still not going to charge an arm and a leg for it.** In fact, I'll make you a deal...

Right now, I'm only going to charge only \$37 for this system. I know it's a tad absurd to charge this little for my system, because you should be able to make that money back in the time you save building your next presentation.

There is only one reason I'm offering it at such a low price -- I want you to become my customer for life.

If I can show you how to go from a boring presenter to one that can build and deliver amazing presentations, how much more likely are you to want to buy more products from me in the future?

### **Introducing the system:**

## **What you get**

Here's exactly what you get in this system.

1.	The first e-book. Steps 1-4 of the system. The first 4-steps lead you through the early building blocks of the system. It also includes how to open a presentation for maximum impact. And you have been shown how to start to build your points and use rock solid evidence.
2.	The second e-book. Steps 5-8 of the system. This e-book goes even further into using evidence. You get the complete plug and play template for building a presentation from start to finish. It also shows you how to build emotion and urgency into a presentation. You get step-by-step instructions for preparing yourself and others (for a group presentation).
3.	The third e-book. How to use stories to make your data come to life and make them feel happy (or sad or angry). You get the exact structure for telling a story and how to combine it with presenting highly technical information (It shouldn't work, but I show you how to do it).

4.	The fourth e-book. How to grab and re-grab the attention of your audience by using summaries, both through your presentation and at the end. Again you get the exact structure of a summary and the exact words to use. I have left nothing to chance.
5.	You get a fast start guide. If you want to get going immediately just open this PDF and start building your presentation now.

There's also a bonus item:

<p><b>Bonus:</b> You get the entire system on MP3, so you can listen in the car, or in the gym and totally immerse yourself in the system so that you can do it in next time with no notes.</p>
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**“How to build presentations that create change”** comes with a no questions asked, no hassle, 30-day money back guarantee.

If for any reason whatsoever you decide you aren't completely satisfied with the system just e-mail (link) me and I'll refund you.

### **My “I'll refund your money and do it for you” Guarantee**

Now I'm going to take all of the risk out of this purchase. I'm going to offer you two guarantees.

The first is my simple “30-days, no questions asked” guarantee.

You can purchase this product and if you're not satisfied in anyway, simply ask for a refund. That means assume no risk.

The second guarantee is even better – it's my “I'll do it for you, guarantee”.

If, after 60-days, you can't make my system work to help you build better presentations then just send me the presentation you tried to build in 40-minutes or less and I will refund your money and build the presentation for you.

I wouldn't offer this guarantee if I knew that I had nothing to lose. That's how much I believe in my method.

Bottom line – you have nothing to lose and everything to gain. With that in mind, let me put my method to work for you.

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I've just launched this and the feedback has been amazing, if I keep getting testimonials I'm going to raise the price to \$97.00 so get it now before it goes up in price, and you get lifetime updates for free.

Order from the link below and your order will be fulfilled instantly via a download link.

<http://www.presentationsthatmakechange.com/>

That's it from me. I hope you enjoyed the 'getting that job' interview presentation system and now have a much greater sense of clarity regarding how to present at an interview. From here on it's up to you, but if you have a question you can always contact me at [stuart@vanguardscotland.co.uk](mailto:stuart@vanguardscotland.co.uk)