

Think
& Act
Differently

NAIL THE INTERVIEW

Unleash Your Brain Power For *Interview Success*

With Bruna De Palo
Neuroscience-based Executive and Career Coach, PCC



What does “*nailing the interview*” require?

- Being liked, *WOW* them
- Raise their sense of *collaboration*
- Prove you’re *the best* candidate
- *Self-management*, confidence, positive energy

What does “*nailing the interview*” require?

- Being liked, WOW them
- Raise their sense of collaboration
- Be perceived as the right candidate
- Self-management, confidence, positive energy

HOW?

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Agenda

- ✓ How to make the most of the interviewer's *brain*
- ✓ How to convey *positive energy*
- ✓ How to *manage your emotions*
- ✓ Q&A

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HOW THE BRAIN WORKS

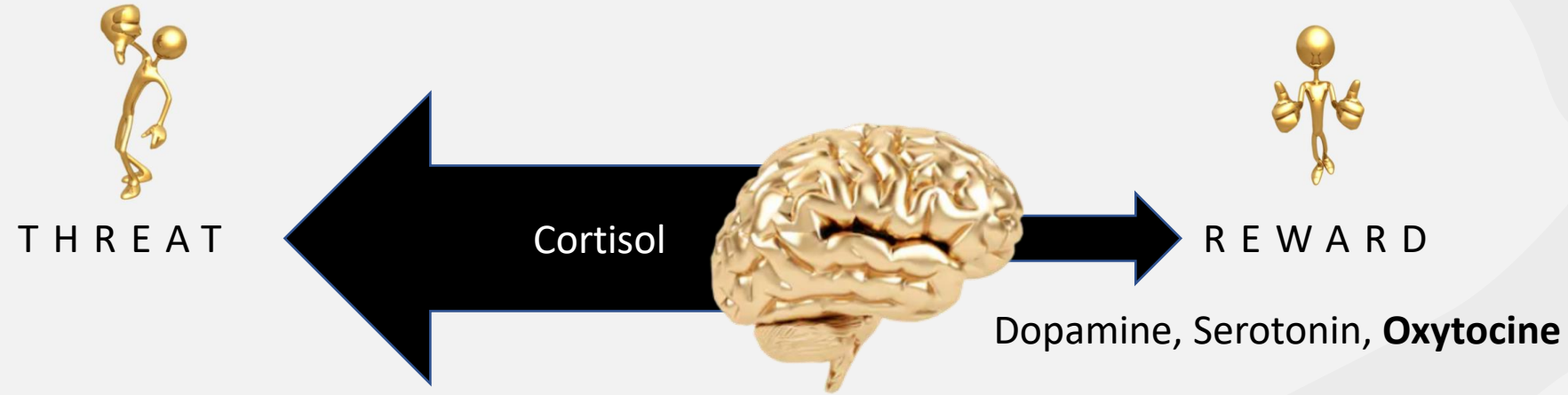
Our reactions to external stimuli



HOW THE BRAIN WORKS



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IMPACT

See more options, choices, opportunity
Perception
Cognitive functions
Creative thinking
Collaboration
Excitement, energy, curiosity, joy

How can you move their brain more toward “*reward*” during the interview?



S C A R F

Status – enhance their status (achievements, reputation and so on)

Certainty – be as specific as possible

Autonomy

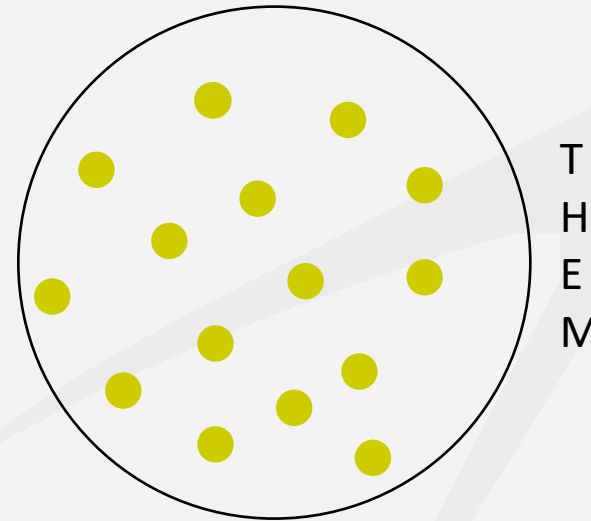
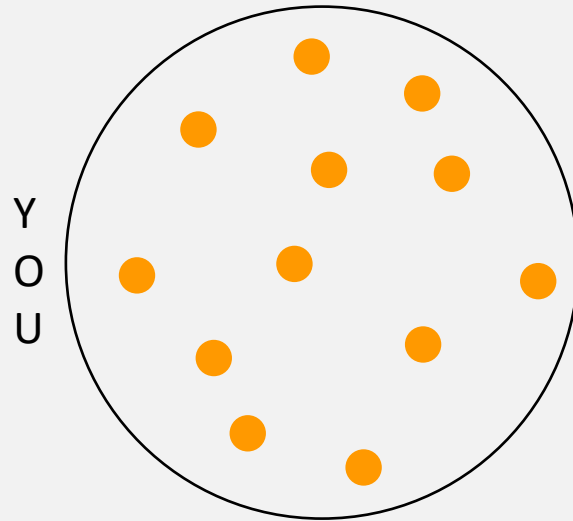
Relatedness – speak as if you were part of the same team

Fairness

How can you prove you're *the best* candidate?

Your:

Values
Vision
Skills
Experience
Key achievements
Gifts
Aptitudes
Desires
Expectations
...and so on.



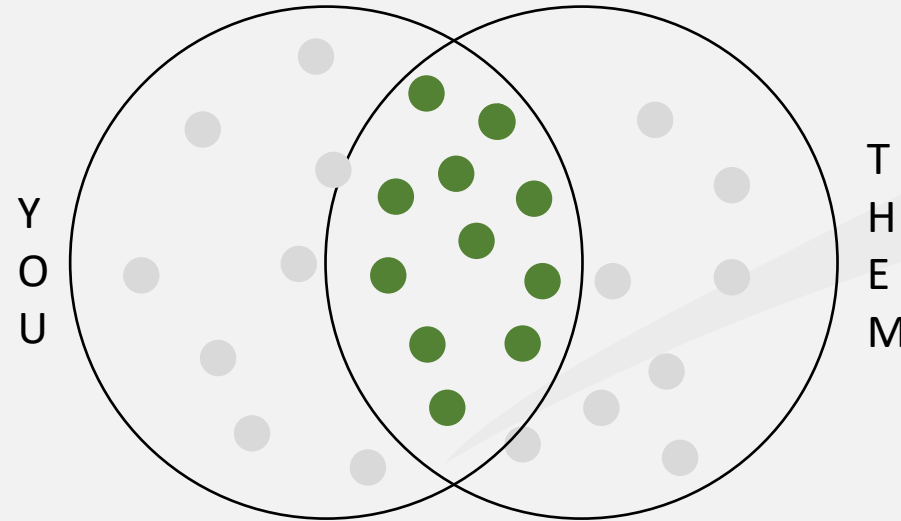
Their:

Values
Vision
Requirements
Challenges
Unspoken needs
Culture
Expectations
Habits
Policies
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THE KEY QUESTION

How can I move their brain more toward “reward”

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...and so on.

Where can you find “beyond the obvious” information?

- Glassdoor
- Clients’ reviews
- Ask current and past employees
- Social media campaigns
- Interviews to CEO or executives
- Publications

P.S. do this research before applying for the job!



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THE PREPARATION

How to generate *positive energy*

- Prepare in advance a 3 months hypothetical plan, strengthen the vision

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- Practice power posing

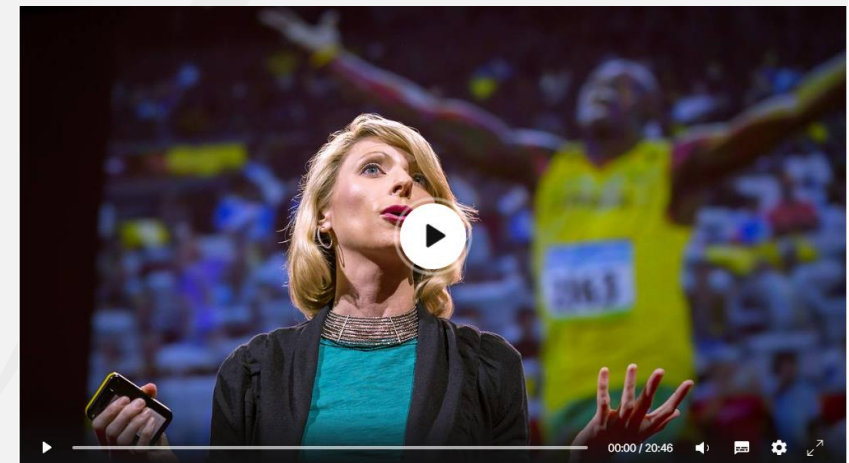
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How to generate *positive energy*

- Prepare in advance a 3 months hypothetical plan, strengthen the vision
- Celebrate first, act as if...
- Immerse yourself in your past peak experiences
- Read past recommendations, testimonials, ex bosses' praise
- Practice power posing
- Role play the interview and/or visualise it regularly

TED

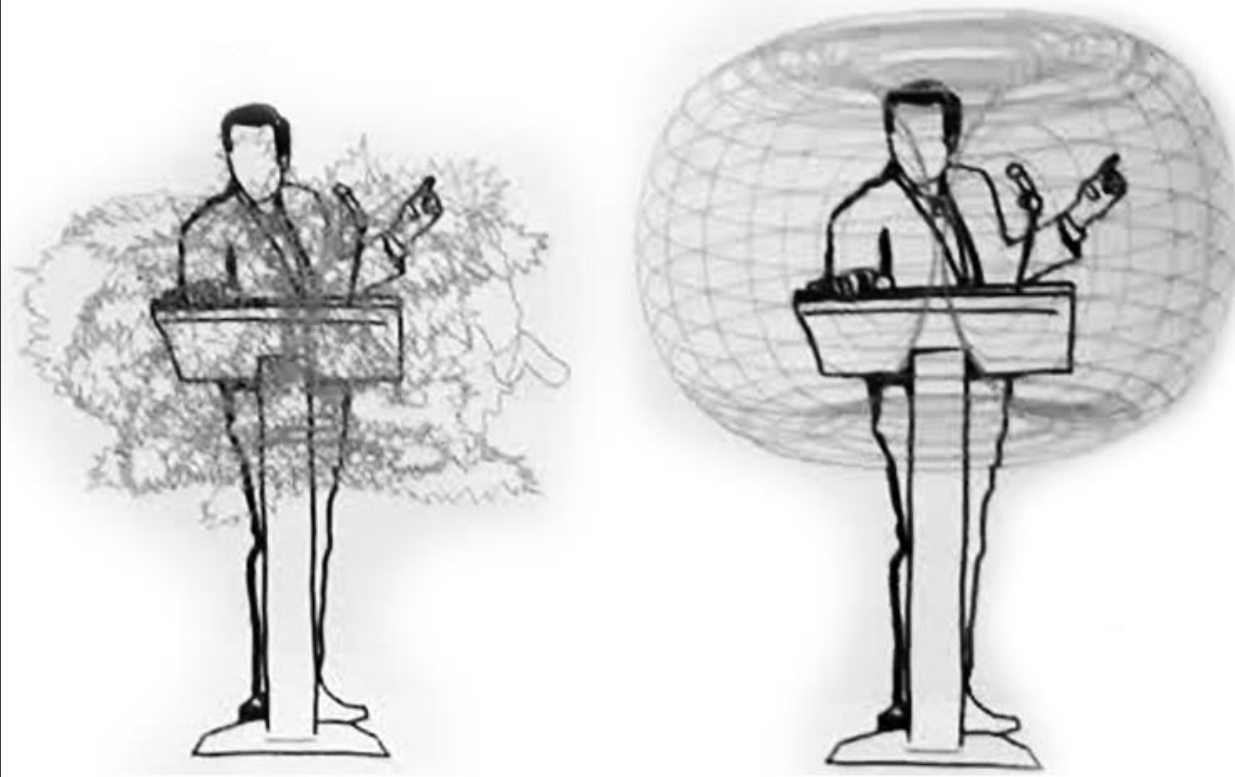
Amy Cuddy - Your body language may shape who you are



And now a question for you...
Which person are you most attracted by?



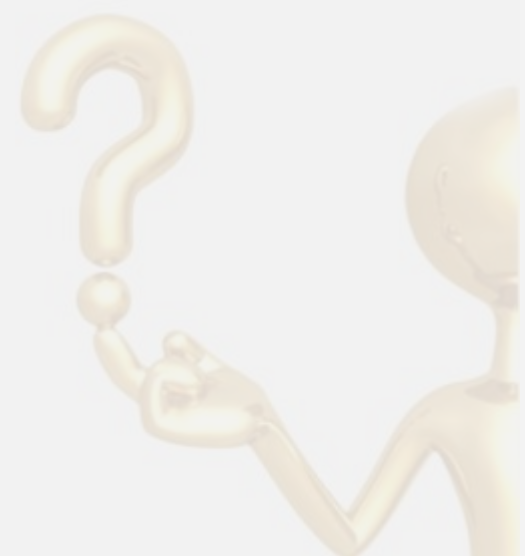
Heart's e-magnetic field in different emotional states



Source: Coherence, Dr Alan Watkins

Which

d by?



Focus on internal coherence

- Regular breathing (i.e. 4 in, 5 out)
- Ensure the expiration is longer than the inspiration
- Focus on the rhythm, not depth



IN A NUTSHELL

How to nail the interview:

- Research the company and the role in depth



I N A N U T S H E L L

How to nail the interview:

- Research the company and the role in depth
- Make a 3 months hypothetical plan in that role, visualise it



I N A N U T S H E L L

How to nail the interview:

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- Raise your energy before the interview



I N A N U T S H E L L

How to nail the interview:

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- Have a dialogue that focuses on what matters to them (make it easy for them to fight for you)



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- Raise their sense of collaboration (SCARF)



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...have fun with it!



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No, but...

...whatever will be the outcome,
at least *you'll be at peace with it.*

Does preparing the interview this way
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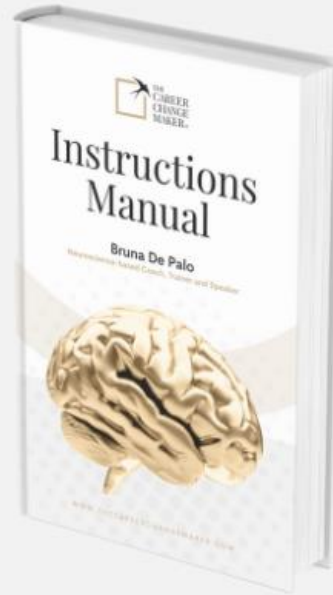
P.S. A rejection is not a “no, forever”.

Ensure you will:

- Ask for specific feedback (i.e. what would make them say “yes” if another opportunity arises)
- Keep following them on LinkedIn
- Stay in touch providing value, engage online
- Try again later



No, but
...what
at least *you'll be at peace with it.*



Benefits of a *working with me*

- Save time as you speed up the process
- Avoid painful/costly mistakes
- Be 100% clear on what's right for you: no regrets
- Develop confidence and enjoy the ride



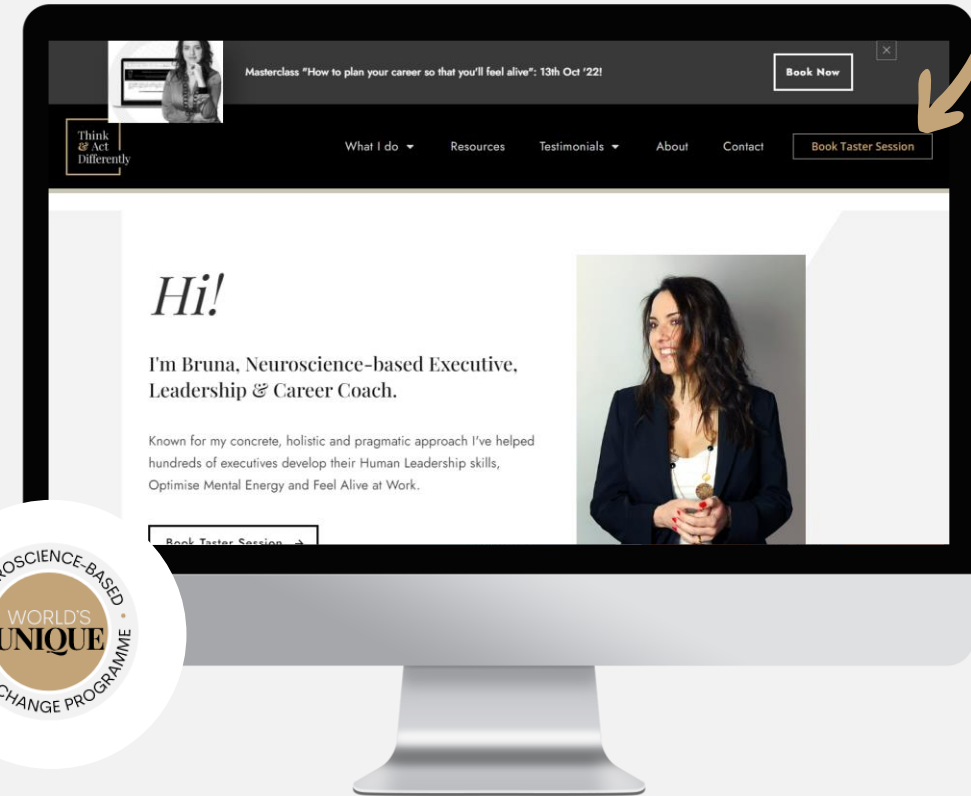
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How to Plan Your Career So
That You'll Feel Alive at Work

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Thank you and let's stay in touch!



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