



Employers rate the importance of candidate skills/qualities

Skill/Quality	Weighted average rating*
Ability to verbally communicate with persons inside and outside the organization	4.63
Ability to work in a team structure	4.62
Ability to make decisions and solve problems	4.49
Ability to plan, organize and prioritize work	4.41
Ability to obtain and process information	4.34
Ability to analyze quantitative data	4.21
Technical knowledge related to the job	3.99
Proficiency with computer software programs	3.86
Ability to create and/or edit written reports	3.60
Ability to sell or influence others	3.55

*5-point scale: 1=Not at all important; 2=Not very important; 3=Somewhat important; 4=Very important; and 5=Extremely important

Job Outlook 2016, National Association of Colleges and Employers

INTERVIEW STRATEGIES
ARTICULATING
YOUR VALUE

Jenny Kim, PhD

KEYS TO CONSIDER



Audience

Relevance

Substance

1

AUDIENCE

Their goal

Expectations

Your goal



2 RELEVANCE

Your
experience

Audience's
interest/
needs

TED

Melissa Marshall. "Talk Nerdy to Me."
http://www.ted.com/talks/melissa_marshall_talk_nerdy_to_me?language=en



TEACHING EXPERIENCE



VS



"I led discussions for non-majors and made sure the class material was presented in an accessible way."

"I created online course materials to support in-class instruction and also built an online class environment using course management software."

INFO

STRATEGY =

3 SUBSTANCE

Initiative

Innovation

Implementation

Insight

Iteration

Impact

"I saw a need..."

"I created..."

"I planned and organized..."

"I recognized a weakness..."

"I improved..."

"I set a standard..."

3 THE 6 I's

Initiative

Innovation

Implementation

Insight

Iteration

Impact

KEYS FOR SUCCESS

Audience

Relevance

Substance



