



Interview Tips

- Know why you are being interviewed
- Prepare three to four key messages
- Drive key messages throughout the interview
- Use examples to illustrate important points
- Project energy and confidence
- Summarize at the end of the interview
- Remember, you can control the interview

During the Interview

- Listen, think and reply
- If you don't know, say so
- Use bridging statements to get to key messages
- Keep your answers short
- Don't be evasive or say "no comment"
- Don't state personal opinions
- Don't bury your messages
- Keep cool, don't be argumentative
- Don't speculate or be an expert outside of your field
- Don't be pressured by silence
- Don't be defensive
- Stay positive