



THE INTERVIEW STORY IMPRESSION TECHNIQUE

POWERFUL STEPS TO CAREER SUCCESS!

With
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WHAT IS IT?

THE INTERVIEW STORY IMPRESSION TECHNIQUE?

It's a powerful and effective technique that will enable you to fully answer interview questions by bringing your answers to LIFE, creating visual images that leave a strong MEMORABLE IMPRESSION with the employer or interview panel.

WHAT WILL IT ALLOW ME TO DO?

- “ SHOWCASE **PERSONALITY**.
- “ **PASSION** FOR THE POSITION.
- “ **ALIGNMENT** TO THE COMPANY & JOB ROLE.
- “ TO TALK **NATURALLY & AUTHENTICALLY**.
- “ BRING ALL OF **YOU** TO INTERVIEW.

WHAT'S IN IT FOR THE EMPLOYER?

They'll be **IMPRESSED, ENGAGED and CONNECTED** with you.

It gives the **COMPETITIVE EDGE** or the extra detail that an employer needs to make the decision on which candidate deserves the **JOB OFFER**.

DOES IT HAVE A STRUCTURE?

YES!

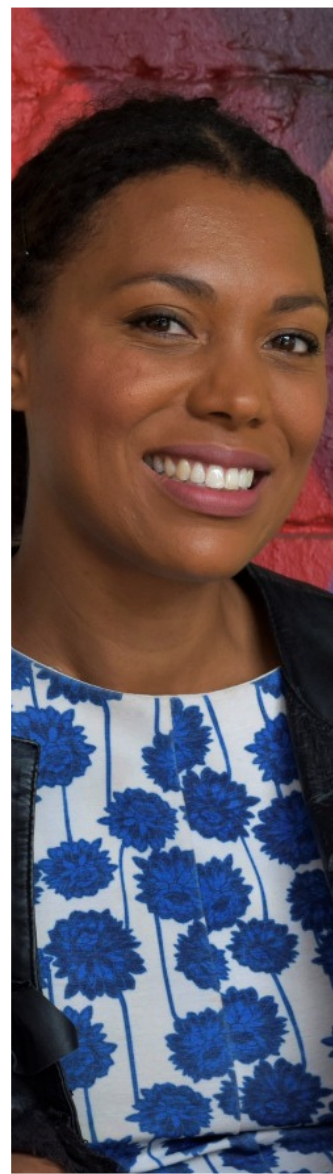
Yes, it has steps that include;

- What to do **BEFORE** answering.
- How to choose the most impressive examples and bring them to **LIFE**.
- How to showcase **EXPERTISE** and **PERSONAL BRAND**.
- How to end the answer in a way that will have a positive **LASTING IMPRESSION**.

SO HOW DOES IT DIFFER TO THE STAR TECHNIQUE?

The STAR technique simply explains HOW to answer a competency based interview question, by providing the structure and order of how to answer it, by directing you to talk through a Situation, Task, Action and Result.

The Interview Story Impression Technique provides the approach that is needed to not only ANSWER the interview question, but to achieve the EXTRA detail necessary to provide the competitive edge at interview.



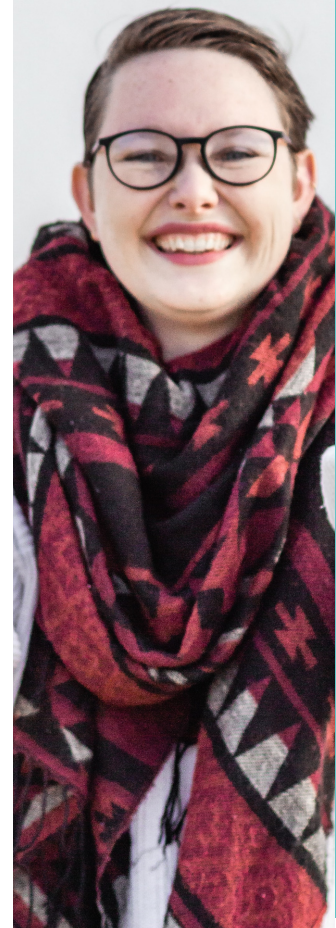
**“THERE'S 2 PARTS TO AN
INTERVIEW, THE ANSWER
AND THE DELIVERY.”**

THE STORY

By talking about work experience in a way that's **CAPTIVATING** and **COMPELLING**, this will bring the examples to life by evoking an emotion or visual image (just like a story would) therefore helping the employer **IMAGINE** how you work at your **BEST**, and how this can apply to **THEIR** team.

THE IMPRESSION

The technique empowers you to **IMPRINT** a strong memorable **IMPRESSION**. (If you can't do this at interview you run the risk of being forgettable).



“THE JOB OF THE INTERVIEWER IS TO;”

- Understand the person BEHIND the application.
- To be satisfied that the candidate has the EVIDENCE to do the role.
- To find the special something that makes the candidate PERFECT for their team.
- To cut through the FAKE and find the person who can DELIVER their return on investment.

In the invitation to interview, employers don't state that they expect you to be genuine, sell your expertise, impress them, keep them engaged and to remember your personality on the day - but that doesn't mean they don't expect to see it!

THIS IS WHY FOLLOWING THE STAR METHOD TOO RIGIDLY COULD COST YOU THE INTERVIEW, BECAUSE IT FOCUSES TOO HEAVILY ON THE STRUCTURE OF THE QUESTION AT THE EXPENSE OF PERSONALITY, DELIVERY AND PERFORMANCE.

THE INTERVIEW STORY IMPRESSION TECHNIQUE EMPOWERS YOU TO CREATE A STRONG MEMORABLE IMPRESSION OF THE UNIQUE INDIVIDUAL THAT IS YOU!

“SO WHO IS IT FOR?”

This technique is perfect for anyone who;

- Struggles with interview nerves.
- Hasn't had an interview for some time.
- Is getting to the final stages at interview but is losing out on the job offer.
- Isn't used to selling themselves.
- Lacking in confidence or self esteem.
- Not a strong presenter/ performer.
- Suspects that they don't bring enough personality to interview.
- Wants to come across authentic and natural.
- Understands the importance of connection and non-verbal communication at interview.
- Prefers a more relaxed structure with freedom to talk naturally



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STEP 1

UNDERSTAND THE WHY

Before you answer the question work out WHY they are asking it. What do they REALLY want to know? They want you to prove you can do something, have certain skills. So understand the WHY!

STEP 2

CHOOSE YOUR BEST EXAMPLE

Decide on the example that will provide the EVIDENCE that you can do what the interviewer has asked. Choose an example that really shows you at your BEST and achieves an outcome that is IMPRESSIVE.

STEP 3

VISUALISE YOUR EXAMPLE

Each of your examples are memories that have a strong visual image attached to them. Go to the image and give yourself a few seconds to remember where you was, how you felt, what you was doing? Who else was there? What did you do first? How did you make it happen? What was the result? How did you feel when it was achieved?

**NOW YOU'RE
READY TO
ANSWER THE
QUESTION ...**

“STEP 1

ACKNOWLEDGE THE QUESTION WITH A STATEMENT”

Acknowledge that you have understood the question with a statement e.g. x is something that I have always been passionate about, x is something that I pride myself doing really well, in my past positions I have been consistently praised for doing x, in my last role doing x was a large part of my role, I really enjoy doing x etc etc.

This shows your confidence to the employer and gives them something extra and memorable about you.

This is a mega strong start!



“STEP 2 START WITH THE RESULT!”

While the feeling of the fantastic result you achieved is fresh in your mind, explain that you're going to use this example because it achieved x. Make sure you quantify the result e.g. increased sales (use real numbers and percentages if it's a financial result), customer satisfaction, conflict resolution.

NOW YOU'RE READY TO BRING THE INTERVIEWERS ON YOUR UNIQUE JOURNEY IN HOW YOUR SKILLS AND EXPERTISE MADE THIS RESULT HAPPEN AND HOW THEY CAN EXPECT TO SEE EXAMPLES LIKE THIS IN THEIR TEAM!

“STEP 3 SET THE SCENE”

At this point the employer won't know the context of the example you've given, so you need to bring this job role to life so they can visualise being there on your journey to the fantastic result you mentioned.

Ways To Start Could Be;

As a (job role) at (organisation) my role was to x, I was tasked with x, I was responsible for x, I planned a x

NOW THE EMPLOYER IS AT THE SAME STARTING PLACE AS YOU, SO YOU CAN TAKE THEM ALONG THE STORY WITH YOU.

“STEP 4

1, 2 or 3 POINTS THAT LED TO THE RESULT (Factoring In The WHY) ”

The employers are intrigued and engaged in how you achieved the result you started with, so now they want to know HOW you did it. They asked you this question for a reason so now choose 1, 2 or 3 points you're going to talk around that you did, to make your example a success. (The points should ideally include some of the WHY that links to the question). Ways to start with the points is to think of them as the key stages of achieving your result.

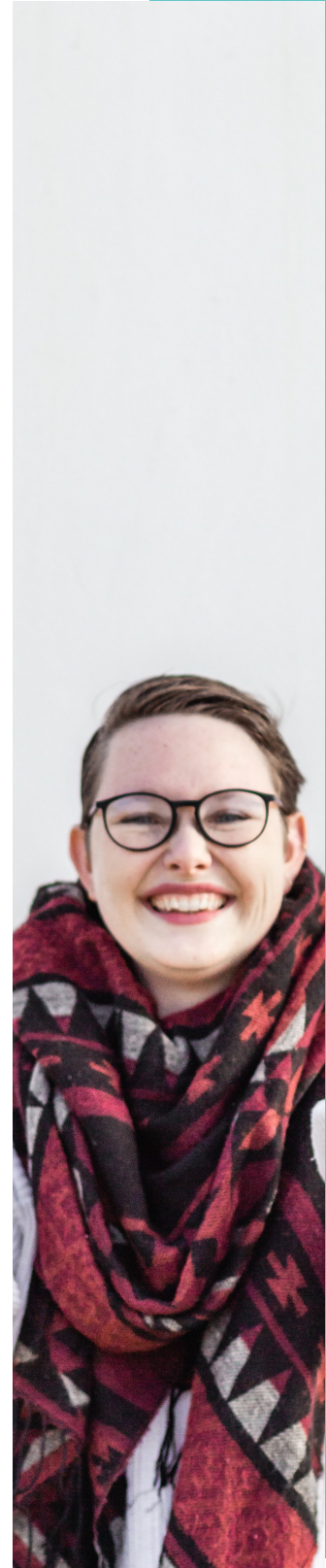
START WITH...

I firstly approached the project/ task by x, I approach tasks like this in a similar way in that I ensure that x is in place, I started by ensuring x , as you move onto the 2nd point you can say, I then x, another key area I thought through was x, I secondly ensured x was in placethen Finally I x

Now You're Ready For The Ending!

Just a little summary sentence that links why you feel this example answers their question and what this means for what you can do for them/ in their organisation.

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“DOES IT WORK?
it really does! check out the reviews!
”

However these 3 things are crucial in its effectiveness;

Knowing Your Personal Brand

Stepping Into Your Expert Status

Having Impressive Tangible Examples

NEXT STEPS

WHAT TO DO NEXT

If you're thinking The Interview Story Impression Technique could benefit you or your team, here's a few options to find out more;

Contact me directly via the details on my website

Watch the Interview Story Impression Technique video in the technique section of my website

Take the Interview MOT Test to clarify whether you actually need a stronger technique right now

WELL DONE, YOU DID IT!

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