

How to bring out core competencies

TIPS FOR JOBSEEKERS

RICHARD DUNKS

WHETHER you are entering the executive job market yourself or interviewing for your next manager, it's vital that you understand the value and techniques of competency based interviews.

The theory behind CBI (also referred to as behavioural or situational interviews) is that past behaviour is a good indication of future work performance.

If conducted correctly, CBI will drive the behaviours, performance and key outcomes for the first three, six and 12 months of a new employee's tenure.

Crafting and delivering effective answers (or questions) will help you to secure the right role or the right candidate for your critical slot.

The following tips include CBI techniques you should be acutely aware of, and questions you should be asking yourself as a jobseeker looking for your next executive role.

Think of answers to these questions before your interview and be prepared to explain in detail your personal involvement in real work situations.

- **Define your achievements.** What significant achievements have you accomplished in your past two to three roles? Are they measurable and did they add significant value to the organisation? Can you back these up with data or testimonials? Do they stand out in your résumé and are you able to "tell the story" of your accomplishment in detail? Do these achievements translate into specific core competencies that you possess? Are they transferable and/or do they create a unique selling proposition? You need to be able to show how your core competencies relate to the competencies required for the industry or role you are seeking.
- **What's your point of difference?** Build some thought around not only your key points of difference and where you can add significant value, but also how that is communicated. You can do this through your résumé and by communicating your value to the potential employer during the interview. Show how you are the most compelling candidate for the job. Good preparation will help you to communicate your core competencies effectively and show whether you are the right candidate for the role.

Richard Dunks is managing director of Vantage Performance, a national human resources consulting firm.