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Beating the Bad Interviewer: Three Simple Steps

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When it comes to the job interview, a good interviewer or even a competent interviewer is a rare find. Most of the individuals conducting job interviews don't have a lot of experience in the interview process. For the most part, it's a peripheral duty with little formal training and the reality is that most companies don't spend a lot of time or energy on the hiring process and the notion of training interviewers is rarely a priority.

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The questions span from "what cereal would you be?" to the standard "where do you see yourself in 10 years?" The funny thing about questions like these is that the Interviewers don't actually know what answer they are looking for. They are quite simply firing a shotgun blast into the tree line and hoping for the best.

As frustrating as this may seem to a candidate, there is a silver lining in this dark cloud we call the "bad interviewer." The less focus the interviewer has, the more control you have as a candidate. With the right preparation and mindset, you can run the interview. So, when preparing for your next interview, keep the following in mind:

Preparation, Preparation, Preparation

The best way to fail in an interview is to not be prepared.

With the unprecedented levels of unemployment, there is a lot of desperation out there. Recruiters and hiring managers are inundated with job seekers grasping for straws hoping to get a break. The challenge is that many of those applying out of desperation tend not to be prepared or even well suited for the opportunities they are going after.

When preparing for an interview, be sure to read the company's web page, search for recent press releases and check out what the relevant industry publications are saying. Also, be sure to get as much information as possible on those who will be conducting the interviews. The more you know about the hiring manager and your potential colleagues, the easier it will be to connect with them.

Remember, information is power.

Feel Their Pain: The Empathy Factor

Success in most any human interaction requires empathy. Empathy is the ability to put yourself in the shoes of someone else; "feeling their pain."

The idea is to gain perspective on the pain another person is experiencing and understand how to position yourself to alleviate that pain. When preparing for an interview, it's critical that you take the time to understand where the interviewer's pain points are. In other words, why are they hiring for the particular position and how does the position contribute to the mission of the company.

Know Your Talking Points

Before heading into the interview, identify your talking points and to artfully weave them into your answers, so as to both address the interviewer's question as well as get your message across. When it comes to the job interview, the key to a good set of talking points is to make sure they:

- Establish your credibility
- Demonstrate your value
- Show how you are different from the others