

1. Research everything you can about the company - products, services, markets, competitors, trends, current activities, priorities. They will expect you to know this if you are serious about getting the job.
2. Prepare your answers for the type of questions you are likely to be asked. In particular, be able to say why you want the job, what your strengths are, how you'd do the job, what your best achievements are.
3. Prepare a list of questions to ask at the interview. But don't ask any they have already answered during the interview!
4. You may want to request a copy of the company's employment terms and conditions or employee handbook before the interview, in order to save time covering routine matters during the interview.
5. Assemble hard evidence (make sure it's clear and concise) of what you've achieved in the past - proof will put you ahead of those who merely talk about it.
6. Think about the skills that the organisation will be looking for and ensure that you can demonstrate that you have these skills. Give thought to a past occasion on which you have displayed that you have the competency required for the role.
7. Make sure your CV is up to date, professionally presented and printed on high quality paper. Even if already supplied to the interviewer, take three with you (one for the interviewer, one for you and a spare in case the interviewer brings a colleague in to the meeting). You may wish to consider giving the interviewer a professional passport sized photograph with your application form.
8. Get hold of the following material, read it, and remember the relevant issues, and ask questions about the areas that relate to the organisation and the role: the company's sales brochures and literature, a trade magazine covering the company's market sector, and a serious newspaper for the few days before the interview so you're informed about world and national news. Also worth getting hold of: company 'in-house' magazines or newsletters, competitor leaflets, local or national newspaper articles featuring the company. Much of this will be available online. Use search engines like Google to help assemble this information.
9. Review your personal goals and be able to speak openly and honestly about them and how you plan to achieve them.
10. Ensure you have two or three really good reputable and relevant references, and check they'd each be happy to be contacted. Provide the interviewer with photocopies of any previous employment or character references that you already have.
11. Adopt an enthusiastic, alert, positive mind-set.
12. Particularly think about how to deal positively with any negative aspects of your career. It's always best to tell the truth; stick to the facts and don't avoid hard issues, just provide explanations. Evading or distorting facts is not recommended!
13. Try to get some experience of personality tests. You can find many examples online, so why not test yourself first. Companies are using them widely these days. Discover your personality strengths and weaknesses that would be indicated by a test, and be able to answer questions positively about the results. (Do not be intimidated by personality testing - expose yourself to it and learn about yourself)
14. Think carefully about what to wear. If in any doubt, smarter is always safer.

15. Ensure that you know exactly where you are going for the interview. Plan how you are going to get there. If possible, make the trip a day or two before and take parking and traffic flow into consideration. Ensure you know the full name and title of the person who is going to interview you.
16. Finally, just before you walk through the door remind yourself why you think you would be great for this particular job and keep that positive thought in the back of your mind throughout the interview. If you are confident (without being over-confident), that will help to impress your interviewer.
17. Good luck from all of us at Ortolan! Don't forget to let us know how it went!