You know you're capable and you just don't know if you're getting that across when you're answering questions and interviews. I'm going to give you three ways to strengthen your answers. So if your answer sounds like this, so I did this and then I did this and then I had to get the okay from this person. And then once they discovered that, then I went and got the information from here. And then once I got the okay from that, then you get my point. You're going into the process a lot. Meanwhile. The person listening to you is like, okay, why does this matter? Where are the results? Why should I hire you? Cause here's the truth. Everybody did these things. Everybody already did the thing. They went through the process that you described. They analyzed the process. My client was talking about analyzing a leak in revenue in the company that she worked at. She was like, so I had to discover. why this leak was happening. And then, so I looked into this person's account and then I looked into this account and then I noticed that there was this indiscrepancy. And then I noticed there was a leak. And then I went to go talk to this person and then that person wasn't available. So I went to talk to this other person and then it turns out they weren't the right people to speak to. So then I had to go down the hall and see if my boss could tell me who I needed to speak to. then, so you see how your answer can get pretty long. And honestly, it gets boring. people tune out after a while. They're like, we don't want to hear that. What they want to hear is the results. They want to know what you did and they want to hear what you were determined to figure out. And then maybe a couple of details about the discovering of it and then the results. In an interview, they care more about the results than they care about the process. If you're interviewing for a role that's very process oriented, this is not a bad thing. You want to be process oriented. You want to go through the process very thoroughly. But when you're interviewing, you don't need to talk about it like that. You can share details without sharing every single little detail. For example, you can share the answer by focusing on two important things, the before and the after. What happened when you got there and what happened when you left? What happened when you were done? What happened when you got there is going to paint a very clear picture. It'll paint a picture of exactly how you approached a situation when you found it. How the situation was, the problems with the situation, what needed to be fixed. And then you talk about the after. What happened afterwards? What benefits did you bring to the company? How did you save the money? How did you make the money? How did you make people's work easier? How were process streamlined? How were things running smoother? We want to know about the after and the before. The in-between is not as important because imagine you're sitting in interviews all day and people are just telling you about their process. So you say, Hey, Tell me about a time that you fixed something that you saw was a problem. And imagine everybody's answer was, well, I went and discovered this and then I looked into it. Then I talked to this person and then I talked to this person and then I researched and I researched like 10 different things. And then I researched some more and then I went to go talk to my director and then I had to get approval for something from the IT department. And then once the IT department approved of that, then I was able to go to operations. And then I had to go to QA because I had to ask Dave and QA something. And then I had to do, you're going to get bored out of your mind. You're going to be like, oh my God, when are you going to get to the result? Right? So we want to talk about the before and the after. The start method is helpful. It's that start situation, task, action, result. But we don't want to talk so much about the action, the task and the action. We want to talk about the situation and the result. We want emphasis on those two areas more than we want the

middle. So. If you find yourself rambling and going on and on and on about the process, just keep in mind, that's how I think because I'm process oriented perhaps, if that's you. That's not a bad thing, but to interview effectively, I don't need to go into every detail of the process. Okay. You might be thinking, oh, but I need to tell them that I checked all the boxes and that I did everything right. And here's what I want to share with you. If you got a successful result to share with them and you're proud of that result, then it is already known that you followed the process successfully because you would have never gotten to that successful result if you hadn't followed the process successfully. with that said, you do not have to explain every nitty-gritty detail and that is how answers get very long and very boring. And that is how people tune you out. We don't want people tuning you out. We want people interested and we want you to use phrases that are going to perk them up. So for example, one of my clients, she said, I was able to discover a major gap in revenue. And now the person interviewing is going to be listening when she says that, right. We're going to be perked up and we're going to be like, okay, how did you identify this gap in revenue? We want to know a little bit about the how, and we want to know the final results. We're very, very interested. She could have told that a completely different way. She could have just been like, I was just looking and I found a discrepancy with this client's account and I really didn't know what it was about. And we might not know. that this eventually is going to lead to the fact that she saved or that she generated them an additional $1.2 million worth of revenue because she found this one gap that actually applied to many customer's accounts. We need to be interesting in our answers because when we're interviewing, we're competing with people who already done these things. So it's about being ourselves so much that it is interesting to the person listening. And if you're thinking, well, I'm not very interesting or I don't really know if I talk like that. Here's the thing, you are interesting. Every single client I've talked to, when I ask them the right question, get them thinking the right way, they give me a wonderfully interesting answer. And it's pointed, it's focused, and it's exactly what they need to say. But they need to be thinking the right way to do it. And if you're thinking, I need to get this right. I need to follow the STAR method precisely. I need to give them every step of the process. I need to make sure I check all the boxes. You're probably not going to be interesting. You're probably going to be boring because that's what everybody else does. So when I film my videos, for example, I am not trying to give you lots and lots of detail about all the nitty gritty little things. I'm trying to give you the most important things, the most focused piece of information that I know have been helpful and created breakthroughs for my clients as your examples and stuff. And if you are watching this video or you watch more than one of my videos, You know that. And so when you're interviewing, you want to make sure. And here's another little trick I use. If you see that you tend to do things that might get you into a bit of a monotonous or a little bit of a boring state when you're answering questions, I want you to become self-aware and call it out. Like even say, look, I tend to go a bit into the weeds. I tend to want to talk about the process because I'm a process oriented person. Now I'm going to try not to bore you with all the details today because I know that the results and the impact of my work is what really matters when I'm coming into your organization. But I just want you to know I am very thorough and process oriented. So if I do get into the weeds a little bit, please forgive me. Something like that. We just want to humanize the whole situation. And that's not something AI could ever tell you to say because AI doesn't know you. You got to get to know you. And if you find yourself going off on a bit of a tangent, just call it out. Just name it. They will laugh. They'll

probably say, yeah, we get it. Some of them might be the same way as you, depending on who you're interviewing with. And it just is a great way to create a more human dynamic in the interview, a more conversational, a more like, oh, this person's real, right? Especially in the age of AI, where we have people reading AI off the screen. We want to say things that AI would never freaking say, okay? Like AI would never tell you to say that. They would never say, oh. humanize yourself and call yourself out on the things you might do that might not be optimal for the interview. I definitely do that. And I'll say, I tend to be very direct and very bold. And sometimes I say things that not everybody likes to hear. And that's just being very me and being like, and you know what, if you don't like that, if you don't like hearing that, then you're probably not going to like a whole lot of other things about me. And you should probably just know that now. I want to encourage you to find those things about you that you can call out in the interview and you can really use to attract those right people to you and repel those wrong people. So if you are process oriented and you tend to go into the weeds, tell them that. If you tend to get really overexcited and enthusiastic, say that. And now if you are tempted to cover these things about yourself and be like, no, I want to be perfect. I want to feel like I'm following every rule. Just remember everybody's trying to do that. And that's not what stands out in this world. You do not stand out from being in the same box that everybody else is in. What I want to get across is don't be boring. I'm going to share two ways to strengthen your interview answers. One, focus on the before and the after. So ask yourself, what was happening when I got there? What was the problem? And how was it when I finished? When I completed my project? When I was, when my work was done? What was better? What was improved? What was the impact? Second question you can ask yourself, what would have happened if I wasn't there? That's going to remove all of the questions about how was your work meaningful or valuable? You're going to understand exactly what impact you had. And if you're somebody who's like, I know I'm capable of this job, but I just don't know if I can get that across. Then this is going to be something that you need to perk up and pay attention to. If you liked this, give me a thumbs up. If you didn't give me a thumbs down. Subscribe to the channels, subscribe to the podcast. If you have anything specifically you want me to cover, if there's a question you're struggling with, if there's something that you're wondering about, submit a question and I will answer it for you and I will talk to you next week.