



Pathfinder
Communication, LLC

Better Communication, Better Decisions, Better BusinessSM

www.PathfinderCommunication.com

Persuasion in a Job Interview

– If it's worth having, it's worth preparing for

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What the employer wants?

- Does the work well
- Fits with culture
- Fits with boss

Credibility

- Competence
- Good track record
- Background and Training
- Trustworthiness
- Good Will
- Eyewitness Access to information
- Dynamism

How Can I Demonstrate My Credibility?

- Matching of Job Requirements to Resume
 - Competence
 - Good track record
 - Background and Training
- Telling Your Story
 - Trustworthiness
 - Good Will
 - Eyewitness Access to information
 - Dynamism

Two Kinds of Stories

- How things are (or were)
 - Fact
 - Definition
 - Quality (or Value)
- How things should be
 - Policy (ought or should)

Be open to their definitions and concepts of values

Evidence

- Credibility
 - Competence, Access
- Objective Data
 - Examples, Statistics, Objects, Testimony
- Social Consensus
 - Common Knowledge, Shared value judgments, Previously established conclusions, Stipulations

Connecting Evidence to Claims

- Examples
- Cause
- Sign
- Analogy

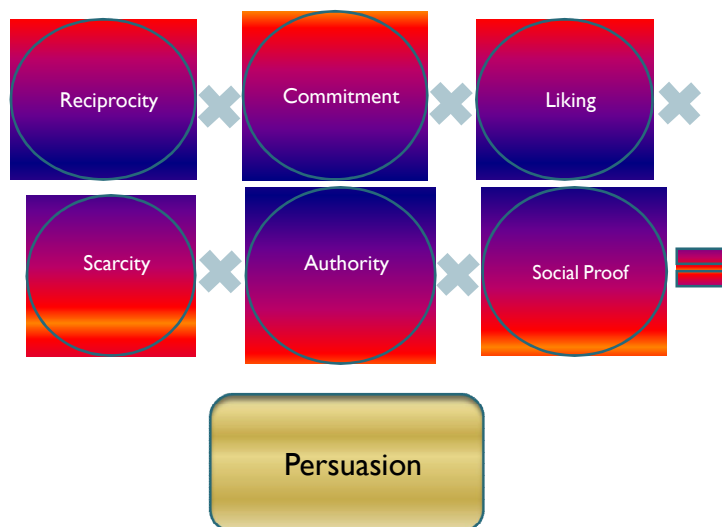
THE SCORE

- Problem Solving Perspective
 - Not a contestant
- Develop Rapport
 - Liking
 - Trustworthy
 - Good Will

You Have to Know The Score

Tentativeness
Humility
Empathy
Simplicity & **S**incerity
Curiosity
Openness
Respect
Engagement

Cialdini's Law



Leading the Conversation

- Understand the interviewer's perspective
 - How do they feel about their company?
 - How do they feel about their job?
 - Contribution
 - Difficulty

Leading the Conversation with Questions

| Claim | Stock Issues |
|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Fact | What does the claim mean? What are the criteria? (How do we know?) Have we met it? (What is the test?) |
| Definition | Is the interpretation relevant? Is the interpretation fair? How do we choose among competing characterizations? |
| Quality | What does the claim mean? Which value should be used to evaluate the subject? What standards are used to measure competing values? Have those standards been met? |
| Policy | What is the problem? How big is the problem? What is causing the problem? What should be done to correct the problem? How well does the proposal solve the problem? Will the action create other benefits or harm? |

Leading the Conversation - Technique

- Contrast for clarification
 - I DON'T think that...I DO think
- Benefit of the doubt
 - I don't know why you would do that
 - I know that's not like you
- Redfines
 - The issue is not so much X as Y...what do we do about Y?
 - There is the issue of X, and I'd add that another significant issue is Y...
- Agreement Frames
 - I agree and would like to add....

Leading the Conversation - Technique

- Hypnosis
 - True Statement
 - True Statement
 - Statement you would LIKE to be true
- But
 - Forget what I just said
- And
 - The two parts are not in conflict
- Yet
 - Adds Movement
 - I don't understand → That's right, you don't understand yet because you haven't had enough time or practice and when you do, you will find it comes easily

Recap

- Resume maps to posting
- Claims of your credibility are backed with evidence and strong inference
- You are prepped with THE SCORE
- You take note of the interviewer's bias. If you see them, they exist.
 - Ask questions about the company and the job
 - Ask about the thought leaders
- Answer questions truthfully



Questions ?