



# How to Succeed at: Interviews

## Motivational questions

### Example question: Why have you chosen to apply to our organisation?

#### Trainee Journalist for the Great Outdoors magazine

To answer this you need to:

- find out as much as you can about the organisation to demonstrate a genuine interest in working for them
- show that you have a clear understanding of aspects such as: what the organisation does, the training and development it offers, and its values and ethos
- persuade them that their values match yours

I love most outdoor sports, particularly cycling and road running and spend most weekends pursuing them in the Derbyshire Peak District. Additionally, having studied English at college, I have developed an interest in writing news content and have published my own blog for the last two years covering outdoor pursuits. I have also undertaken voluntary work at my local newspaper which has confirmed my choice of career.

I am particularly interested in working for the Great Outdoors magazine. As a subscriber, I enjoy reading your interesting, innovative content. Following research, I was impressed by your organisation's future plans to expand into health and well-being which I believe would be an exciting new area of growth as readers become interested in healthy lifestyle choices that complement their sport.

You also have an excellent reputation for staff training and development and I feel I could successfully develop my career with you.

#### Analysis

- This answer clearly states specific aspects of the organisation's business that the applicant finds attractive, and explains why these aspects appeal.
- The applicant includes activities from their experience that show they share the organisation's values.
- The answer shows how the position and business relate to the candidate's career objectives.
- It uses language that shows enthusiasm and interest in the work.

## Example question: What do you hope to gain from this course?

### Diploma in Dental Hygiene and Dental Therapy – University of Sheffield

To answer this you need to:

- show that you have a clear understanding of the course that you are applying for
- describe the knowledge, skills and experience that you hope to gain and your future plans

#### Answer

My interest in dental hygiene developed when I participated in the School's widening participation scheme – ADOPT. Through this scheme I was given an invaluable insight into the field of dentistry and university life. I also enrolled onto the University's Discover Dentistry FutureLearn course which gave a fascinating introduction into the history of dentistry, the various professions that make up dentistry and how it has developed into what it is today.

I am looking forward to developing my knowledge of all aspects of dental hygiene and therapy from oral disease to oral health. I already have some knowledge of anatomy which comes from studying Biology at A level and this course will further develop my understanding of the subject, relevant to dentistry.

I'm aware that the course will develop my communication and customer care skills to help me to empathise and relate well with my patients, who may be from different cultural backgrounds and ages.

I'm looking forward to undertaking the work placements which will further develop my practical skills and help me make a smooth transition from student to practitioner. In future I hope to work within a dental team in a large NHS practice.

#### Analysis

This answer demonstrates the candidate has found out about the course and explained why they find specific elements attractive.

The answer uses language that demonstrates enthusiasm and interest in this work.