

Links for some useful information around Personal Brand, Interviews and Job Search:

- Book Recommendations for LinkedIn Personal Branding:
 - Sandra Long – “LinkedIn for Personal Branding: The Ultimate Guide”
 - Brenda Bernstein – “How to write a killer LinkedIn profile”
- Here are career tips for getting a job a CIO. <https://www.cio.co.uk/cio-career/how-become-cio-essential-tips-that-can-help-anyone-get-c-suite-3630122/>
- Here is how to prepare for an interview. <https://social.hays.com/2016/12/22/14-things-to-do-before-your-job-interview-2/>
- Here is also an extensive list of interview questions to help you prepare. <https://www.cio.co.uk/cio-career/49-interview-questions-that-any-prospective-cio-should-be-prepared-to-answer-3431438/>
- Here is a link to steps to take to improve your personal brand as a CIO. <https://www.linkedin.com/feed/update/urn:li:activity:6375515883510525952/>
- Examples of how to answer what are your strengths and weaknesses questions. <https://www.indeed.co.uk/career-advice/interviewing/interview-question-what-are-your-strengths-and-weaknesses>

Interview Techniques: The Star Method

Situation: Describe the situation that you were confronted with or the task that needed to be completed. For example, if the question is asking you to describe a situation where you had to deal with a difficult person, explain your role in interacting with them and why they were difficult. Give enough detail to set the scene.

Task: The task flows from the situation above. What exactly did you do in this situation? What was your assigned role? You need to keep focused on your personal role. Don't refer to “what we did” as the interview will want to know “what you did” You could expand on your situation part of the answer by saying something like: “During this particular project I was asked to write the report to the client detailing our progress to date. This meant that I had to gather updates from the team every week and chase them when things weren't going to plan.”

Action: This is the most important section as it gives you the opportunity to highlight your personal skills and attributes that the question is seeking evidence of. Here you can explain exactly what you did in the situation you are telling the recruiter about. Remember you need to address the competency, go into as much detail as you think necessary and don't assume that they will know what you mean without further explanation and extra information.

Result: Finally explain what happened in the end and if it was a successful outcome. Did you achieve what you had intended? This is the opportunity to talk about your successes and if it didn't all go to plan, what did you learn in that situation?