

Candidate Interview Guide

Preparing for Your Interview

An interview is an opportunity for both you and the company to get to know each other. While preparation is important, the best interviews are genuine, conversational and allow your personality to come through.

This guide provides information on how to prepare and includes:

- Preparing for the meeting
- What to expect, including information on the STAR technique
- What questions to be prepared for
- What questions to ask
- Interview checklist

Here are some key tips to help you feel confident and prepared.

1. Be Punctual

Being punctual is one of the most important first impressions you can make.

- Check your route and travel time in advance, including any potential delays.
- Aim to arrive **5–10 minutes before your scheduled interview time**. Arriving around five minutes early is ideal.
- Avoid arriving significantly earlier than your scheduled time, as your interviewer may still be preparing for your meeting.
- If something unexpected happens and you are running late, let us know as soon as possible so we can keep the company informed.

Being punctual demonstrates professionalism, preparation and respect for the interviewer's time.

2. Let the Interview Flow Naturally

Your interview will generally be conversational, so allow the interviewer to take the lead.

Listen carefully to each question and give the interviewer an opportunity to learn about you and your experience before moving into your own questions.



It is important to be engaged and curious, jumping straight into asking numerous questions before the interviewer has had a chance to interview you can sometimes come across as though you are more focused on your own agenda than the conversation.

3. Prepare Thoughtful Questions

Towards the end of the interview, you will usually be asked:

"Do you have any questions for us?"

This is an important opportunity to leave a strong final impression.

Prepare a few thoughtful questions that demonstrate you've researched the company, understand the position and are genuinely interested in the opportunity.

You don't need to ask every question you've prepared. Choose the ones that are most relevant to the conversation.

4. Dress Professionally

Even if the interview or initial meeting is relatively casual – such as a coffee meeting, make an effort to look tidy and professional. When in doubt, it is generally better to be slightly overdressed than underdressed. Your appearance should demonstrate that you take the opportunity, the company and the interviewer's time seriously.

5. Research the Company

Before your interview, make sure you have a good understanding of:

- What the company does
- Its products, services or areas of specialisation
- The position you have applied for
- The key responsibilities of the role
- Why the opportunity interests you
- Any recent developments or information that may be relevant

The interview is absolutely your opportunity to learn more about the company, but you should arrive with a reasonable understanding of the business and position.

Going into an interview without having done your research can create the impression that you are not particularly organised or genuinely interested in the opportunity.

6. Know the Position Description

Read through the position description carefully before your interview.

Think about:

- Which aspects of the role align with your experience?
- What skills and qualities can you bring to the position?



- Which responsibilities particularly interest you?
- Can you provide examples of where you have demonstrated the capabilities they're looking for?
- Are there areas where you are looking to develop?

Being able to clearly connect your experience to the requirements of the role will help you have a much stronger conversation.

7. Be Prepared — But Be Yourself

Preparation is essential, but authenticity is equally important.

There is a difference between being well-prepared and sounding overly rehearsed. If every answer sounds scripted, it can make it difficult for the interviewer to get a genuine sense of who you are.

Prepare your key talking points and examples, but don't try to memorise every answer. Instead:

- Be genuine.
- Answer questions honestly.
- Listen to the question before responding.
- Let your personality come through.
- Don't be afraid to pause and think before answering.
- Use your own experiences and examples rather than generic answers.

The goal isn't to deliver perfect answers – it's to have a genuine conversation and demonstrate who you are, what you can offer and why you're interested.

8. Focus on What You Can Offer

One of the biggest mindset shifts you can make before an interview is to think:

"What can I offer this company?"

rather than:

"What can this company offer me?"

Your questions about salary, benefits, bonuses, flexibility and other conditions are important, and there will be an appropriate time to discuss them. However, particularly in an initial interview, focusing heavily on what you will receive can sometimes create the wrong impression.

Instead, focus first on demonstrating:

- The value you can bring to the business



- Your experience and capabilities
- Your motivation for the role
- How you can contribute to the team
- Your willingness to learn and develop
- Why you would be a strong cultural addition

That mindset can make a significant difference to how you approach the interview.

What to Expect

Your interview will be conversational, but you may also be asked **behavioural interview questions**.

Behavioural questions ask you to describe situations you have experienced in the past. The interviewer is interested in understanding how you approach situations, solve problems, work with others and achieve outcomes.

For these questions, you should support your answers with **specific examples** rather than simply describing what you would do hypothetically.

The STAR Technique

A useful way to structure behavioural interview answers is the **STAR technique**:

S – Situation

Briefly explain the situation or context.

T – Task

Explain what you were responsible for or what needed to be achieved.

A – Action

Describe the specific actions **you** took.

R – Result

Explain the outcome and, where possible, what you learned from the experience.

Example

Rather than saying:

"I'm good at managing difficult clients."

Use a specific example:

"In my previous role, I had a client who was becoming increasingly frustrated with the service they were receiving. My responsibility was to understand the issue and rebuild the relationship. I arranged a meeting with the client, listened to their concerns, identified the key



issues and worked with our internal team to implement a solution. As a result, we retained the client and significantly improved the relationship."

The STAR approach helps keep your answers clear, relevant and evidence-based.

[Click here to learn more about the STAR interview technique](#)

Questions You May Be Asked

There is no need to prepare a word-for-word answer to every question. Instead, think about the experiences, examples and key messages you would like to communicate.

Some questions you may be asked include:

- Tell us about yourself.
- What do you know about our business?
- What attracts you to this position?
- What attracts you to specialising in (area/specialisation)?
- Tell us about your experience.
- Tell us about your current role and why you are looking to leave.
- How do you build trust and credibility with your clients and networks?
- If successful, how would you contribute to the company culture?
- How would you describe your learning style?

There is no single "right" answer to questions such as your learning style. The important thing is demonstrating self-awareness and being able to explain how you learn and develop effectively.



Questions to Ask at the End

Preparing a few questions in advance is strongly recommended.

Choose questions that genuinely interest you and are relevant to the conversation. You don't need to ask all of them.

About the Role

- If I were successful in this role, could you outline what the onboarding process and first 3–6 months would look like?
- What does success look like in this position?
- Can you give me some examples of how you measure team members' success?
- Is there a preferred way the team prioritises and manages its daily workload?
- What do high-performing team members tend to do differently?

Training & Development

- Can you outline your training and development strategy?
- How do people typically progress within the business?
- As someone interested in long-term progression, what could the next five years look like for someone successful in this role?
- What opportunities are there to develop new skills or areas of expertise?

The Team & Culture

- How are your teams structured?
- What do you typically look for in people who are successful within the team?
- What qualities tend to make someone a strong cultural fit?
- How could someone joining at my level make a positive contribution to the team?

The Business

- Are there any major goals, initiatives or changes the business is currently working towards over the next few years?
- What does the business do differently to build and maintain strong client relationships?



- What are some of the things you enjoy most about working here?

Getting Feedback

If the conversation has gone well and you feel comfortable asking a more direct question, you could consider:

- Do you have any concerns about my experience or suitability for the role that I could address?
- Based on our conversation today, do you feel I would be a good fit for the team and company culture?

These questions can demonstrate confidence, self-awareness and a genuine desire to understand whether the opportunity is the right fit for both sides.

Your Interview Checklist

Before your interview, make sure you have:

- ✓ Researched the company
- ✓ Read and understood the position description
- ✓ Considered why you're interested in the role
- ✓ Prepared examples from your previous experience
- ✓ Familiarised yourself with the STAR technique
- ✓ Prepared a few thoughtful questions
- ✓ Planned your travel and arrival time
- ✓ Chosen appropriate interview attire
- ✓ Prepared anything you need to bring with you
- ✓ Taken time to relax and approach the conversation with confidence



Most Importantly: Be Yourself

An interview isn't about delivering perfect answers.

It's an opportunity for the company to understand your experience, capabilities, motivations and personality – and for you to decide whether the role, team and business are right for you.

Prepare well. Be curious. Be genuine. And focus on showing what you can bring to the opportunity.

Good luck – you've got this

