



wwWoW!™ Interviewing

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What are you looking for...

A new job?

A better job?

More money?



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“We also have some part-time positions available for people who only want to work 60 or 80 hours a week.”

The Interview Problem

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only 8 - 12% success rate

Success rate in the United States for a job candidate being successful at their next hiring manager job interview.

Based on data from Chicago based outplacement company Challenger, Gray & Christmas in 2003 and Human Resource Executive Magazine in 2007.



46% Success

Success rate when using the wwWoW!TM Interview*.

*Based on a survey of 100 wwWoW!TM Workshop attendees tracked over a four month period.



What interview help are you looking for?

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1. I need a way to differentiate myself
2. Learn some interview skills that work
3. How to get a job offer
4. Get an edge over the other candidates
5. Increase my confidence in an interview
6. Overcome lack of experience
7. Get around gaps in my resume
8. Switch to a new type of industry/job



Three Key Objectives

1. Learn the **secrets** of **wwWoW!**TM to generate job offers.
2. Discover how to **tell stories and demonstrate your capabilities** instead of just answering questions.
3. Learn how **wwWoW!**TM can help you **generate job offers** from companies you want to work for.



**Have you stopped to consider
that your job interview is really
a **sales** call?**

**You may not be looking for a professional sales
job but you are definitely selling yourself on
your next interview.**

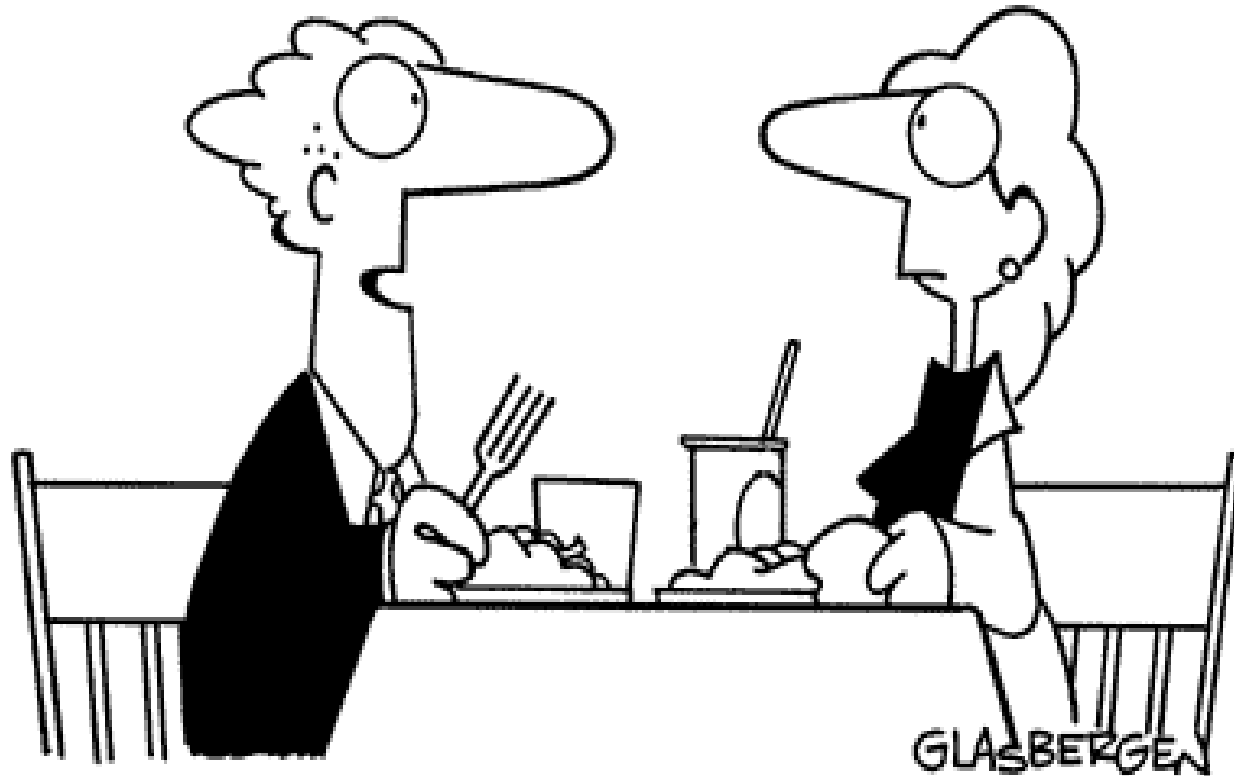


Big Idea...do what professional sales people do. Sell yourself by:

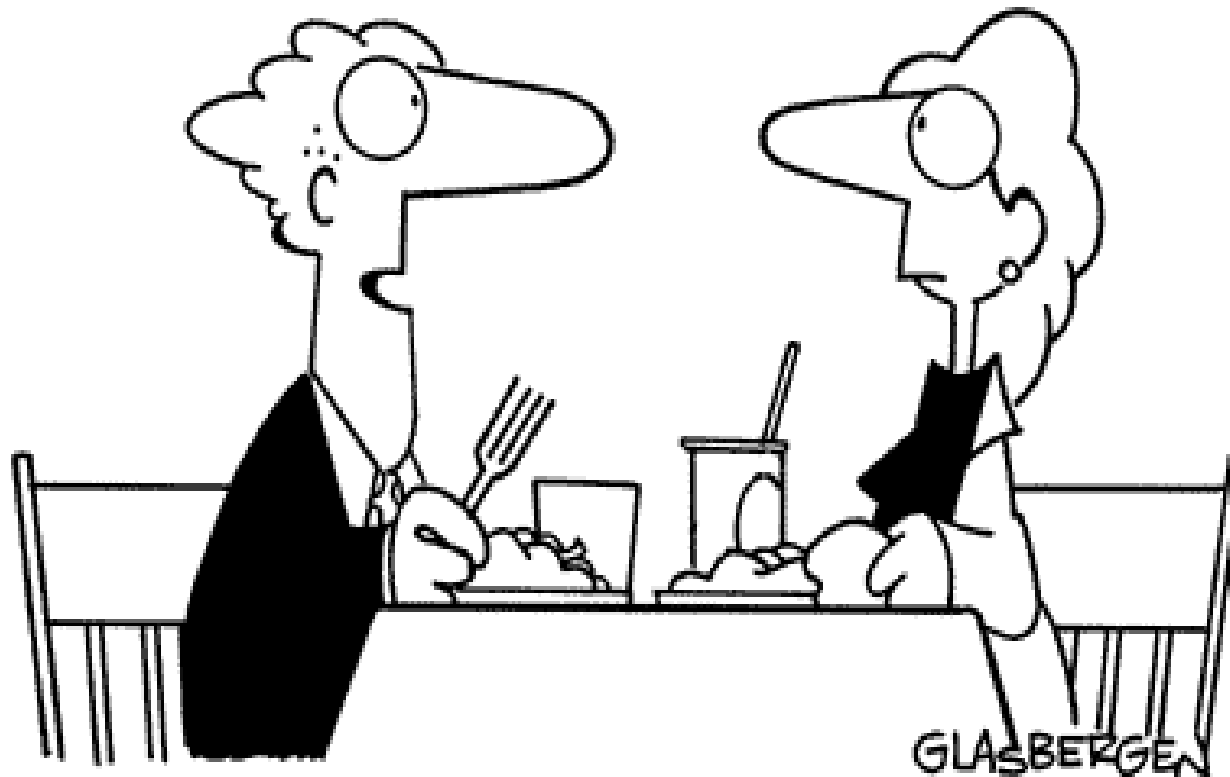
1. **Sharing Personal Stories** of what you've accomplished in the past that will create curiosity.
2. **Create a Visual Presentation** of what you can do if they hire you.



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“Dave usually gets the *Salesman Of The Month* award, but this month I got it! Well, actually, he sold it to me.”

The Secret behind wwWoW!TM

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PPQ



The Secret behind wwWoW!TM

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P – Most Prepared

P – Most Passionate

Q – Qualified



The Secret behind wwWoW!™

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Why does PPQ work?

You get to show off your spark, intelligence and creativity. These are traits many hiring managers want.

You reduce their risk in hiring you.

You exceed their expectations...which naturally creates a wwWoW! reaction!



How do you demonstrate that you are the most **PPQ** candidate in your next job interview?

Leverage the “Rule of Thirds” interview system to your advantage.



The Rule of Thirds

<u>First</u> <u>Third</u>	Second Third	Last Third
The Hiring Manager asks you questions.	The Hiring Manager tells you about the job.	The Hiring Manager asks if you have any questions.



The First Third – WoW! Stories

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WoW! Stories in Action!



WoW! Story Format Revealed

- So how do you create a short WoW! Story?
Follow this format:

W – What was the situation?

O - Original action you took

W - Wrap-up results



WoW! Story Guidelines

Share WoW! Stories instead of boring answers:

1. Create 7 or more **WoW!** stories to prepare for your next interview. The stories need to be in writing.
2. Start with your assessment results from the Spouse Career Assessment Tool you've been provided. Think about a personal success stories that will match up with your assessment results.
3. Each story should take no more than 30 seconds to tell (usually 6-9 sentences in length).
4. Your WoW! stories are only told when they relate to a question from the hiring manager.



WoW! Story Guidelines

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How to tell if your WoW! Story is working:

The Hiring Manager will want to know more!



The First Third – WoW! Stories

If you share personal WoW! Stories instead of answering questions you can be **PPQ** for the first third of your interview!

Now, what about the last third of your interview?



The Last Third

First Third	Second Third	<u>Last Third</u>
The Hiring Manager asks you questions.	The Hiring Manager tells you about the job.	The Hiring Manager asks if you have any questions.



The Last Third

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Win With
www **Wow!**™

- **It is a written document that usually:**
 - Is 3-5 pages in length and is usually created using Microsoft Word or PowerPoint software.
 - Personalized on the cover page with the name of the Hiring Manager (this is best). If not, just type the name of the company. Your name can also be listed on the lower right side.
 - Printed out and bound in a professional folder if possible. If not, just staple the pages together.
 - Should be presented in 5 minutes or less.
 - If presented correctly, when you are finished the hiring manager will typically say “WoW!” or “Very impressive!” or something like “You must really want this job.”



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**“It says here that you were created
in God’s image. Very impressive.”**

What if Everyone did This?

Candidates would:

- Be greatly increase their confidence.
- Get employed faster. They would only go on job interviews for jobs they really want.

Hiring Managers would love it.

- They would save time and money.
- Hiring would be less risky.



What if Everyone did This?

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They won't.

**It's easier to show up
un-prepared and un-passionate.**



Greg Maddux Quote

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**“It’s not about what you’ve done.
It’s about what you can do.”***

**Greg Maddux, Atlanta Braves
July 5, 2001 after winning his 250th game
per an Atlanta Journal Constitution interview.*



Commercial Break...

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**Are the laptops and removable
storage devices across your
enterprise encrypted?**

www.GuardianEdge.com



Remember, you may
only get one chance
to **wwWoW!**TM

