

INTERVIEW
LOGIC

Make your value known.

WEBINAR SERIES

DAVID OHRVALL



David Ohrvall

Founder, MBACASE



ICU

国际基督教大学
INTERNATIONAL CHRISTIAN UNIVERSITY
Expanding Potential

accenture

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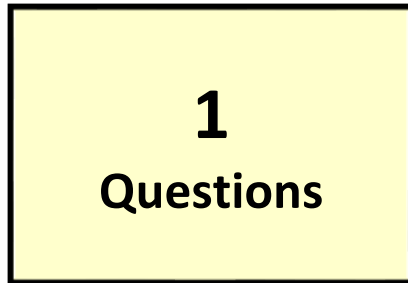


BAIN & COMPANY

MBACASE

INTERVIEW
LOGIC

Each Webinar Agenda



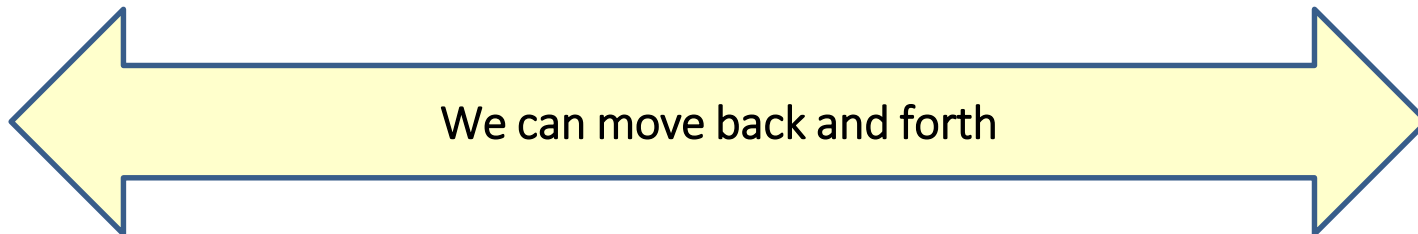
- ▶ How's it going?
- ▶ IL Online or book Q&A



- ▶ Key concept
- ▶ Example to review

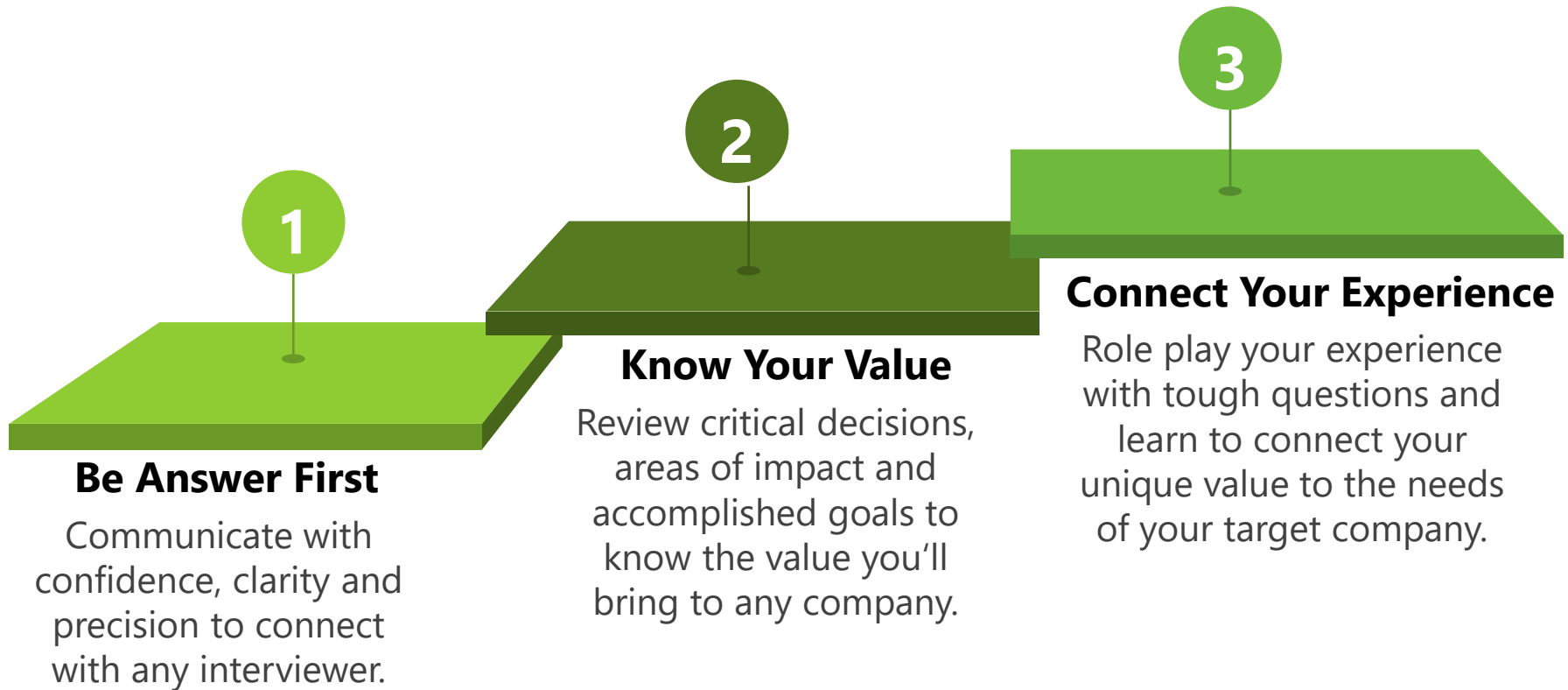


- ▶ Try it out
- ▶ Questions & Homework



We Start with 3 Principles

To Ensure You Succeed in Any Interview



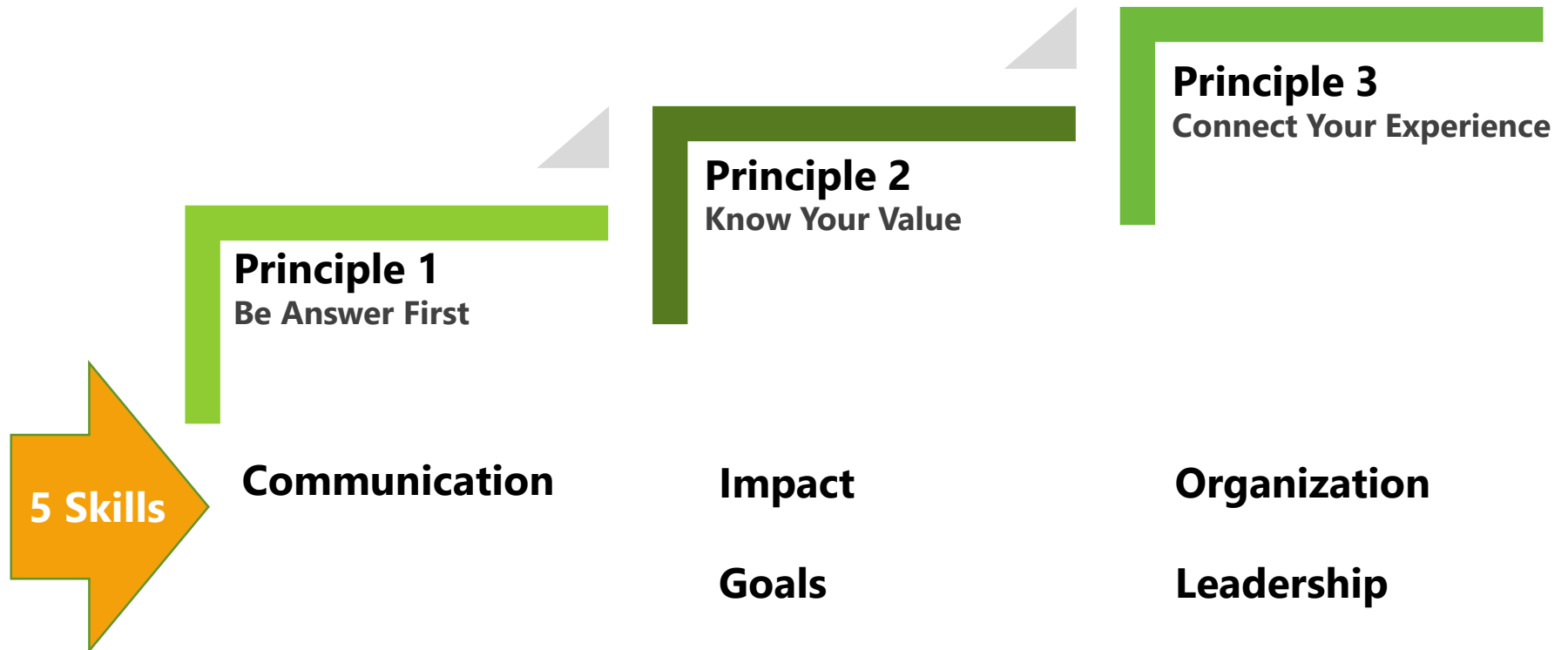
And Then Integrate 5 Skills

Every Great Candidate Needs to Show



You'll Learn Progressively

That Builds Skills Progressively



You know you need to be:

Warm

- You connect easily
- I'd introduce you proudly
- I could hang out with you

Clear

- You communicate easily
- You are easy to understand
- Your goals are easy to follow and attainable

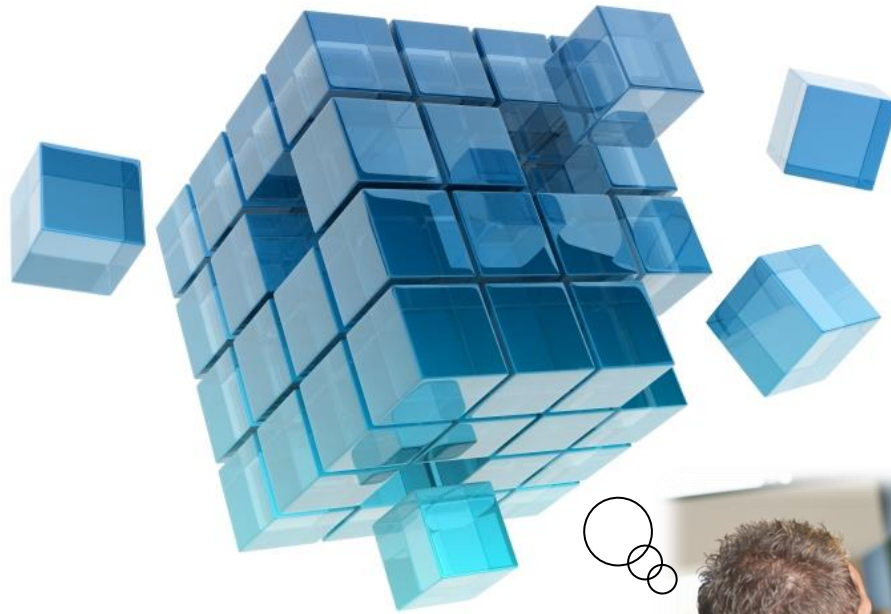
Good Fit

- You seem like "one of us"
- Our goals for you seem to align with your trajectory
- Your life fits with us

Ready

- You are ready to jump in and make a difference
- You have a history of "making it happen"

Sometimes stories seem random and disconnected



**Or the stories fail to give insights into
how you think and feel**



The best candidates show a consistent set of skills throughout the interview

Leadership

Organization

Goal Setting

Impact

Communication



Principle 1: Be Answer First

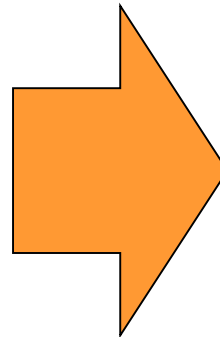
Leadership

Organization

Goal Setting

Impact

Communication



- Communicate your value succinctly
- Highlight value for every skill
- Builds value in their eyes quickly

Communication is the foundation of every interview

Leadership

Organization

Goal Setting

Impact

Communication

Explain the YOU machine

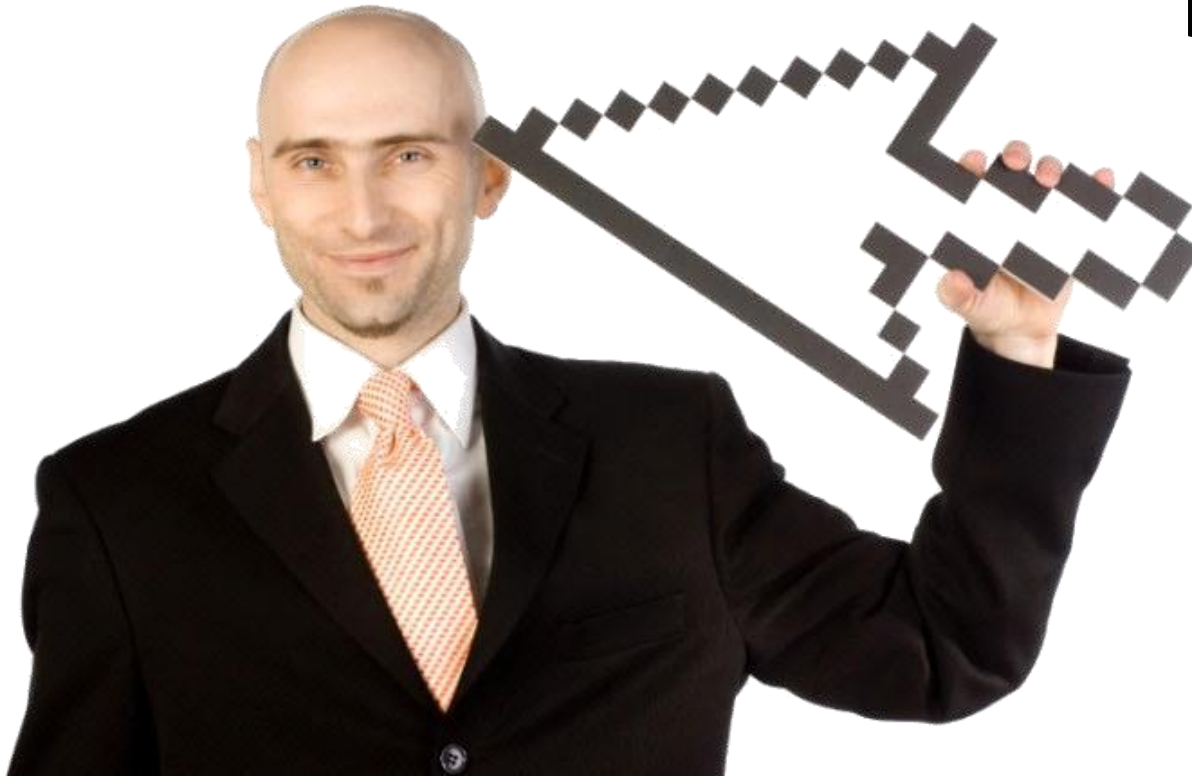
What did I Hear?

See?

Think?

What did I Do?

and Say?



Communication success is built on a three part foundation

Be Answer First

- ▶ Bring the best part of your story to the front
- ▶ Work on editing out unnecessary pieces

Watch Your Tone

- ▶ Work on warmth
- ▶ Touch the interviewer's words when possible

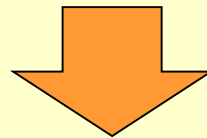
Manage the Level

- ▶ Show that you can be an analyst
- ▶ Show that you can be a CEO

Exercise**Communicate an
IMPACT Story**

Pick an IMPACT topic

- Tell the story ad hoc (I need volunteers)
 - Work on See, Hear, Think, Say and Do
 - Listen for key points
- Get feedback on what to bring forward
 - What was something that stood out?
 - What was important?



Be sure to practice this
with a partner after today

Stepping stones make it easy

Topic

Answer First

- ***Add \$, # and %***
- ***Bring in a hook***
- ***Adjectives matter***

Actions

Tension

Resolution

Real life has color, twist & turns

Persuasion

*I persuaded
mgmt. to invest
\$2M*

*+ for good
things*

*+ built comparison model
+ qual and quant analysis*

*- for bad
things*

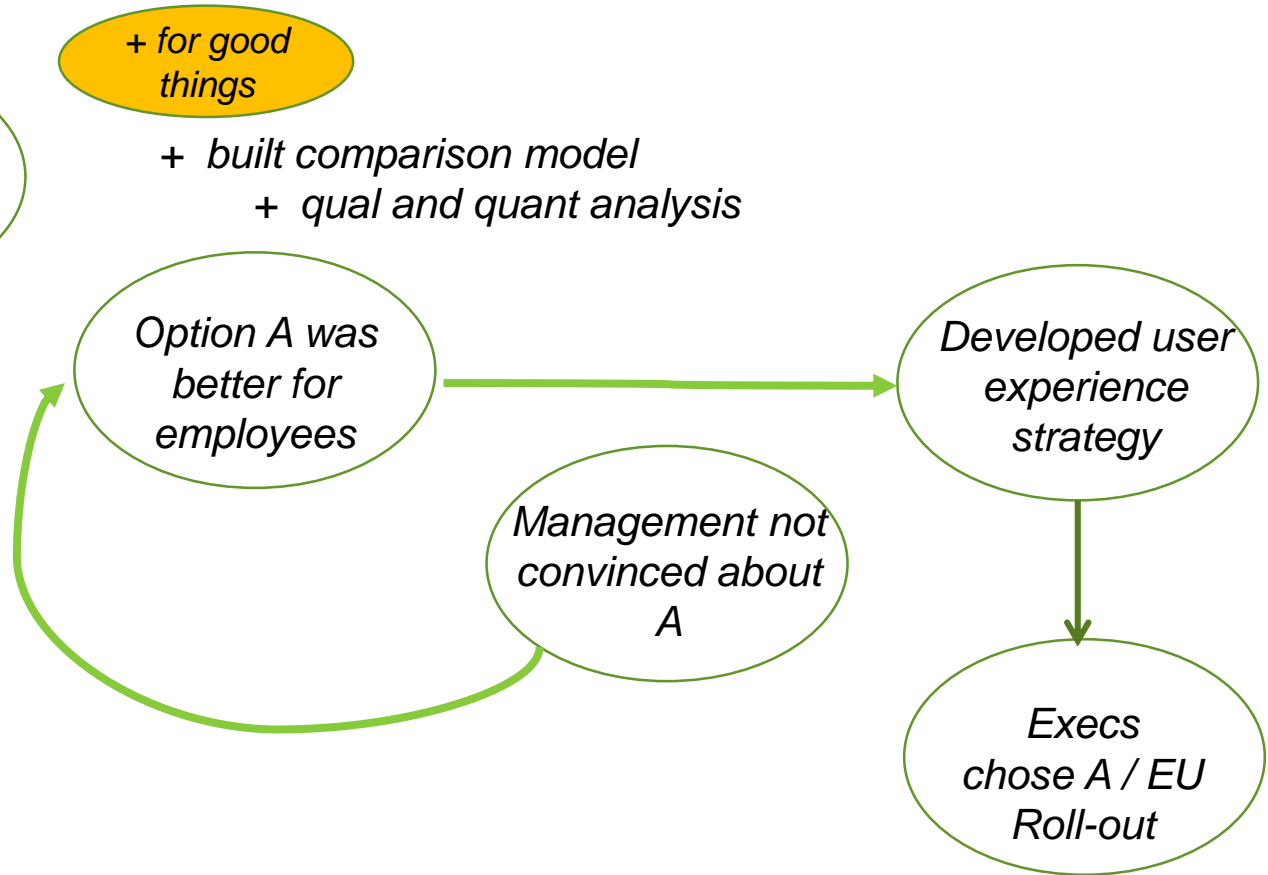
*- didn't go deep
enough
- concerns I didn't
consider*

*Option A was
better for
employees*

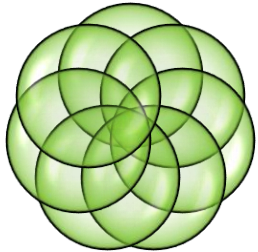
*Management not
convinced about
A*

*Developed user
experience
strategy*

*Execs
chose A / EU
Roll-out*



Recap 1



- **Focus on Answer First, direct communication**
- **Bringing in authenticity with actions
(See, Hear, Think, Say, Do)**
- **Use Stepping Stones to rough out your draft stories**
- **Principle 1: Be Answer First is your key to more engaging interviews**