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***Interviewing With***

***Impact***

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## **The PAR Technique**

Interviewing is about story telling and painting a picture so that you have a more memorable interview.

To make it easy for the listener to follow your story, there is a certain format to relay information in:

* P - Problem
* A - Action
* R - Results related to the job

**Problem** – outline the problem or potential problems if you got it wrong – what was at stake? What else was going on in the organisation, the industry, the culture, with the client. What was so important about you getting this right? Give them perspective so they understand what you were up against. By the time you’ve finished relaying this information, they’ll be on the edge of their seat waiting to hear what you did.

**Action** – Then, step by step run through what did you do and what was your *r*ationale/philosophy/thinking behind why you did it. Be sure to refer to what you did and use “I” not “we” however, if your team did something outline what role you played in the team. This is about you and what you made happen. What was your contribution.

Don’t assume the interviewer knows the details of what you do and gloss over steps. They want to see what you did so you will need to go into detail.

So the first thing I did was….. Then, we….. Finally, I …..

**Result** – What was the outcome and benefit. If you didn’t achieve the outcome you were looking for, what lessons did you learn and what would you do differently next time. Confirm whether you achieved your objective.

Tips

1. The idea is to paint a picture so any vivid imagery you can include the better. If there was something quirky, funny, unique about the people or places in your example, use them
2. Appeal to all of the senses of the panel members. Some may be visual, some may be auditory, some may be kinaesthetic (feeling, emotion) so use different words that will grab their attention:
   1. Visual – describe how things look (colour, size)
   2. Auditory – describe any sounds associated ( ie. a loud bang, someone shouting)
   3. Kinesthetic – describe how you felt or how someone felt.
3. Keep your answers concise – otherwise not only will people lose track of what you’re saying, they’ll switch off and potentially miss something important. Remember, we want the interview to be memorable for the right reasons.
4. Build rapport. Communication is 55% physiology, 38% tonality, 7% words. One of the biggest killers in an interview can be lack of eye contact. If you are being interviewed by a panel maintain the most eye contact with the person who has asked the question, however continue to engage the other panel members by making eye contact with them as well. At the same time remember that they are taking notes, so just pan around the room to make eye contact with whoever is looking (don’t be put off by the fact that they are looking down at their note pads and not at you).
5. If you find you are speaking quickly and rushing your responses, slow your breathing down, perhaps even pause and take a breath, then slow your words down. Remember, they will probably be writing notes too and if you speak too fast, they won’t be able to write all the key points down.
6. If you know there is an obvious skill gap between your expertise and what the job requires, overcome any concern they may have before they even ask the question by covering off why it’s not a problem in one of your examples.

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