

## Defineum's Interviewing for Impact Program: The Four Elements of a Successful Interview

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### **OVERVIEW**

#### **Objective**

Interviewing for a new position can feel like a high-stakes game. You have one chance to make a strong impression and stand out among the pool of candidates being considered. In today's particularly competitive market environment, you need every advantage to steer the outcome in your favor. Defineum's Interviewing for Impact program is designed to enhance your competitive edge by substantially improving your effectiveness and success rate during the interview process.

#### **Description**

A five-hour program that focuses on the four elements key to a successful interview: a high impact resume, a clear and cohesive story, strong personal presence and a positive attitude. We assist you in creating a personalized interview strategy that presents you as a compelling candidate. The program culminates in a mock interview that enables you to put all the pieces together and leaves you with a powerful set of tools to land the ideal position you are seeking.

#### **Format and Timeline**

Five hours of private coaching with Defineum co-founder Carol Morley, a former high profile executive recruiter. In-person meetings are ideal although phone conversations and video conferences can be substituted at additional cost. Additional offline hours required to complete the program are substantial (on the order of 10 plus hours) and include personal introspection, written assignments and online assessment tools. We advise completing the program over a minimum of four weeks to provide adequate time to complete assignments and sufficient reflection time between sessions.

### **CONTENT HIGHLIGHTS**

#### ***Module 1: Developing a Clear and Cohesive Story***

Description: Gain a clearer understanding of who you are and how to present your natural strengths and skills and your career history in a way that resonates with your audience.

Timeline: Two hours



Exercises: Career Story, Myers-Briggs Type Indicator™, VIA Survey of Character Strengths™, Passion Map, Skills Assessment, Values Inventory, Personal Brand

## **Module 2: Creating a High Impact Resume**

Description: Review and refine your resume to present your career history, experience and achievements in a clear and compelling manner.

Timeline: Included in Module 1

Exercises: Resume Overhaul & Key Points

## **Module 3: Establishing a Positive Mindset**

Description: Engage in every interview with a positive and forward-looking attitude that will greatly increase your confidence and effectiveness.

Timeline: One hour

Exercises: Gratitude Journal, Mental Chatter, Mental Models

## **Module 4: Building Strong Presence**

Description: Raise your awareness of the impression you make in the interview setting, build confidence and fine-tune your overall presentation for greater impact.

Timeline: One hour

Exercises: Coins, A to Z, Expert Speaker

## **Summary**

Description: Assimilate all the pieces needed to approach every interview with the requisite confidence, clarity and personal presence to maximize your success.

Timeline: One hour

Exercises: Mock Interview, Interviewing for Impact Summary



## RULES OF THE ROAD

- Your Commitment to the Program - We stress the importance of your commitment to the work required as it is pivotal to the success of the program. As in all things in life, the effort you put in strongly correlates with the results you get out.
- You Are the Expert - We do not provide magic bullets! We provide the structure, process, discipline and empathetic facilitation necessary for you to increase your self-awareness, build your confidence and strengthen your personal presence as it applies to the interview setting.
- Our Commitment to Confidentiality – We are committed to confidentiality. This program entails you reflecting on, writing about and discussing with us deeply personal aspects of your life. We vow never to discuss any elements of this process or its content with any outside parties at any time and will not reference your status as a Defineum client without your written approval.

## FEE AND PAYMENT TERMS

The fee for the Defineum Interviewing for Impact Program is \$750. We do not accept payment until you are confident this program is providing commensurate value to you. After completing two hours of the program, full payment is expected **if and only if** you are confident the program is being and will continue to be highly beneficial. Otherwise, we will jointly agree to discontinue the program and no payment is expected. We accept cash and checks only.

