

YOU'RE INTERVIEWING. ALL EYES ARE ON YOU. MAKE YOUR 1ST IMPRESSION COUNT!

Congratulations! You've been invited to interview for that role you've been waiting for.

The role you know you're the perfect candidate for. And I wonder, as you prepare for that important meeting, will you be paying as much attention to your 1st impression as you did your CV or LinkedIn profile?

“ Communication starts before a single word is spoken ”

Would it surprise you to learn that, whether you're interviewing in person, or virtually, your 1st impression will very likely determine the outcome of that interview? Whether you're heard, whether the interviewer connects with you, whether you've the confidence to showcase your talents, whether you get the job offer, or not?

Your communication starts before a single word is spoken and you have just **7 seconds** to make a 1st impression. The goal is to avoid distractions, so that your skills, experience and knowledge take centre stage, not what you're wearing.

Here are **4 tips** to help you showcase your very best self, and stand out from the crowd for all the right reasons.

① DRESS FOR THE INDUSTRY 'KEYWORDS'

Almost every workplace and industry has a certain 'look' and keywords that represent its company brand, products, and services. For example, a marketing business will be associated with the word 'creative', in which case an innovative and informal dress code might be encouraged. Whereas the financial services industry will be associated with, for example, the word 'traditional', where more formal attire is expected. Dress in a way that is consistent with the keywords associated with the industry you're interviewing with. It helps to build immediate trust and credibility within that environment and demonstrate that you both understand and support their culture.

② CHOOSE YOUR COLOUR WISELY

Never underestimate the impact of colour and the important messages it sends about you. Job interviews are not your moment to make strong personal statements with bright, high contrasting, or fad colours. I have too many frustrating stories to tell of talented men and women who have lost job opportunities due to their garish and distracting colour choices in the interview. Neutrals are a safe bet. But if being true to you must include a bright colour, such as yellow or red, opt for an accent in a scarf, tie, or bag, rather than a dominating theme.

③ PAY ATTENTION TO THE DETAILS

Grooming. The all-important details. Do not allow poor grooming blunders to become what people remember most about you. The most carefully planned outfit will quickly fail to have the necessary impact if your nails are chipped and dirty, or your hair is dishevelled, or your over-powering fragrance takes centre stage, or you have food stains on your clothing. These details, and many more, can become the difference between doors opening and doors closing on opportunity. Show that you have strong self-awareness and self-care, and pay very close attention to the details.

④ CONFIDENCE IS YOUR BEST DESIGNER

Successful leaders are confident leaders. No matter your gender, age, shape or size, know what fit, colours, and styles work best for you, and wear them with confidence and pride. Engaging eye contact, a warm smile, and open body language; all these elements of your non-verbal communication, and many more, exude confidence, contentment, and self-assuredness – your very best assets, and your interviewer will gladly welcome them in their long day of virtual or face-to-face candidate interviews.

I wish you all the very best with your interviews. I'm here if you need any support!



Michaela Betchley
(+61) 434 603 397

