

# 8

mistakes executives make when they are interviewing



#1

## Assuming Experience Precedes You

Guess what? Even executives need resumes, and polished ones at that.

Don't assume because you are a VP, Creative Director, or upper management that you're mere presence radiates genius.

Have a page or two of expertise and accomplishments on hand. A leave-behind keeps you top-of-mind.

#2

## Where's the Proof?

Let's get down to business.

At the executive level, you need to show results. Discussing ways in which you've achieved success through innovation and creativity makes for an interesting conversation - but for another time.

The person sitting across from you wants to know the ROI, and the quantified actions.

Save the fluff-filled storytelling for the water-cooler once you've got the job.

## Too BIG for Your Britches

In this industry we roll up our sleeves. We get our hands dirty (so to speak).

Marketing and advertising execs shouldn't be a stranger to the hard work of their collective teams. In fact, the best way to lead is by example.

If you're not willing to pitch in when needed and feel that delegating is your only responsibility, don't let the door hit you on the way out.

Prove you're a team leader, and a team player.

#4

## A Lackluster Performance

Management must motivate, and the only way to do this is by showing a solid effort supported by enthusiasm and positivity.

You need to show you are eager to do the job, and that you have something to contribute to the company as a whole.

A passionless interview will get you no critical acclaim. It's a sure sign of lack of interest.

## Negotiating a Title

While you may receive a head bob nod of recognition from an interviewer, when discussing the intricate summit to your former high ranking glory and title that spoke to volumes of achievement, one company's VP is another company's Director.

Don't even think of approaching a hiring board with the idea of changing a title to reflect what you believe is more telling of your status. The only thing you'll be telling them is that your interest in labels supersedes the position itself.

#6

## No Failures To Speak Of

It's one thing to be confident in an interview, but it's another to come across as untouchable. You're not perfect. No one is.

And while you may consider this the typical HR interview question for the masses, as management, you're wise to prepare an answer. You're not being grilled on catastrophic letdowns. The interviewer is gathering insight into your character. How you handle flawed situations. What was learned in the process. Why the results were less than desirable.

Good leadership is owning up to failures and bouncing back quickly to make strides towards success.

## Lack of Preparedness

You got this, right? Wrong.

No one, no matter their title, ranking, or status in any industry should approach an interview with a blasé attitude.

As executive recruiters we are all too familiar with this scenario. And it ends in disaster. You should rehearse. Anticipate questions you may be asked. Prepare your answers. Conduct a mock interview.

You're used to being on the other side of the table. But now the tables are turned.

#8

## No Follow-Up

Think you're the only Director of so and so that's up for the job? Think again.

Vetting executive level personnel is a process. And a long one at that. Multiple conversations. Meeting with different department heads and potential reports.

Post interview follow-up is not an option, it's a must. An opportunity to provide additional proof-points of expertise. Personalized communication to the people you've met. And to impress by addressing individual needs that reaffirm your interest in leading strategies that will drive their success.