



Interviewing for a BA Role

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- ▶ What do you want to be when you grow up?
- ▶ What makes you want to get out of bed and rush into work? What excites you about being a BA?
- ▶ What are you looking for:
 - in a company
 - in an environment or culture
 - in a role
 - in responsibilities

- ▶ Plan Ahead – do NOT wing it.
- ▶ Treat every interview like a project – be prepared.
- ▶ Research the position and the company; everything from stock prices to industry trends can help you differentiate yourself.
- ▶ Review your work experience.
 - It's probably been a while since you looked at it.
 - Know what you want to say about your past that supports what the potential employer is all about.
 - Be able to speak to your past in a way that can launch you into what you want to do in the future. This is your foundation, prove that it's strong.

- ▶ Practice what you want to say.
 - Be coherent and structured in what you want to talk about.
 - Don't over practice to the point where your responses are no longer natural.
- ▶ Get a team together! Have people ask you:
 - Difficult questions.
 - Incoherent questions.
 - Questions not totally related to the job.

These questions will help you be more flexible and adaptable at the time of the interview.
- ▶ Join a Toastmasters club (d6tm.org)
 - Not just for interviewing- Practice skills you use as a BA.
 - Practice important interviewing skills during Table Topics.

- ▶ Your resume should have already done this, but you need to say it too.
- ▶ Quantification and qualification of your project accomplishments helps the interviewer get a 'visual' for the text.



**Show me
the money!**

**Show me
you're
worth it!**

- ▶ When you start to quantify, think about the following categories:
 - Money (especially as you saved or earned it).
 - Time (more efficient, less wasted).
 - Amounts (sales, customers, etc.).
 - Situations (fast-paced, difficult economic environment, etc.).
- ▶ This creates a context for what you have to offer and creates a clear picture of your value.
- ▶ If you can identify it, you can quantify it.

- ▶ Use your responses to any question to show how well qualified you are for the position.
- ▶ Understand your work experience and ensure that the descriptions of your accomplishments suit the position.
 - Not too hard (aggressive).
 - Not too soft (too “nice” or “fluffy”).
 - Work to make the language just right.
- ▶ If you have a lot of similar experiences, how can you vary the statements to keep things interesting?

- ▶ Maintain good eye contact.
- ▶ Use your BA skills:
 - Listen.
 - Show empathy.
 - Match the style of the interviewer.
- ▶ Dress for the company and the interviewer (suit, business casual or casual).
- ▶ Don't talk too much – tell the story, but not so much that the interviewer gets distracted, tired, overwhelmed.
- ▶ Follow up your interview with a call.

- ▶ You may have behavioral based questions asked of you – even if you don't, you should demonstrate behaviors that are favorable to the company.
- ▶ The company will be looking for attitude and aptitude – be positive!
- ▶ Think about responding to behavior based questions with a situation – behavior – outcome structure:
 - What was the situation?
 - What behavior did you display/exhibit?
 - What was the outcome?

- ▶ Reasons they may look elsewhere quickly:
 - You have not researched their company / unprepared.
 - You treat different interviewers / levels of employees differently.
 - Arriving late (regardless of excuse).
 - Do not make yourself accountable for the good and bad on the project.

- ▶ You are not just there to be interviewed, you need to interview them to understand if this is the company or manager for you.
- ▶ Make sure it is a good fit.
- ▶ Ask about culture.
- ▶ Ask about structure.
- ▶ Ask about the role and its specifics.
- ▶ Ask how you can fit into the team.
- ▶ Ask how they could use someone with your background/experience.

- ▶ Prep Questions
 - Don't forget to add tough questions.
 - Don't forget to add incoherent, vague or off topic questions.
 - Don't forget to use the list as prep!
- ▶ Questions for you to ask an interviewer.
- ▶ Resources.



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