

# A guide to delivering a presentation during your interview

**Have you recently been offered an interview for your dream job and been asked to deliver a presentation as part of the process? We are on hand to help. We have collated some of the best advice from our team to help you build and present a winning interview presentation.**

## Getting the brief right



You will generally be given a brief or question to answer. This might address a current issue they are facing and ask you to make recommendations on how you would tackle it. For other, more niche sectors this may be a presentation around a specific aspect of the role, for example end of year accounts.

## What the interviewer is looking for



During a presentation in an interview situation you will generally be judged on:

- ❖ **The quality of your ideas:** the interviewer wants to know that you have thought about the question asked, so it is important to spend a good amount of time on it and showcase how creative you can be. Think outside the box, but remember to keep your ideas relevant.
- ❖ **The clarity of your thinking:** make your ideas clear and simple. The interviewer wants to know that you can relay information in a way that is easily accessible.
- ❖ **Your verbal communications skills:** the interviewer will be judging your ability to influence and engage your audience, so ensure you put your message across in a clear and concise way.
- ❖ **Your organisational skills:** presentations are also a great way for the interviewer to judge how well prepared you are and how well you manage your time, so make sure you spend time preparing.

## Building your presentation



❖ **Less is more:** it is better to keep your presentation succinct and allow the audience to ask follow-up questions at the end rather than rushing through a mound of information. It is especially important that any slides you use are visually clear and not text-heavy.

❖ **Structure your presentation:** make sure the structure of your presentation is clear. Usually you need to have the following sections:

1. An introduction
2. Information on how you would tackle the brief
3. A summary of your arguments
4. A clear conclusion with specific recommendations

❖ **Do your research:** make sure you have researched your topic thoroughly. Find out how the business has handled this issue or a similar situation in the past. Research what their competitors are doing in this field.

❖ **Stick with technology you know:** do not use this presentation as an opportunity to trial a new software. Play it safe and using something you are familiar with.

❖ **Keeping it modern:** try to use the brand colours of the organisation you are presenting for or to rather than using the standard template themes provided in PowerPoint. Avoid using clip art and different fonts throughout the presentation, and use high quality graphs and imagery as well as text.

## Before your presentation



- ❖ **Proofread your presentation:** just like your CV you should ensure your presentation is proof read thoroughly. Remember to check spelling and grammar throughout – small mistakes can really undermine the content of your presentation.
- ❖ **Take hardcopies:** you might want to consider printing out some hardcopies of your presentation to give to the interviewer. This will allow them to make notes, and can help them remember what your presentation was about afterwards.
- ❖ **Practice, practice, practice:** don't just turn up and expect to deliver your presentation perfect first time. Ensure you practice your slides and what you are going to say a number of times prior to your interview. Think about presenting to family and friends first. This won't just give you feedback, but will also help you to practice delivering your presentation in front of a live audience.

## Delivering your presentation



- ❖ **Manage your time:** it is important that your presentation lasts the amount of time you have been given – too short and you can appear lazy or underprepared and too long and you seem poorly organised.
- ❖ **Build rapport:** the more familiar you are with your material and the more thorough your research, the more confident you will feel, so practice beforehand will help with this. The best way to engage your audience is to maintain strong eye contact; avoid looking at the screen or reading notes.
- ❖ **Talk naturally and don't rush:** try not to rush through your presentation if you are nervous. Take your time, take short breaks in between slides and give the interviewer time to digest what you are saying.
- ❖ **Keep your nerves in check:** this can be incredibly difficult, but it is important to not let your nerves get the better of you. Be wary of becoming too animated, waving hands can distract from what you are saying. The key is to relax but stay alert. Remaining calm, composed and confident in your delivery will help keep your audience's attention on the content.

## Things to consider



- ❖ **Allow time for questions:** remember to always leave a few minutes of spare time at the end of your presentation to allow for any questions the interviewer may have.
- ❖ **Be prepared to adapt:** you may have practiced your presentation in a certain way, but the interviewer might not respond accordingly. Be prepared to be stopped for questions or further discussion unexpectedly.

## What next?



For more tips on perfecting your interview skills, or securing your dream job, check out our Candidate Resources section or contact a member of our team today:

Manchester | 0161 834 1642

Leeds | 0113 243 9775

East Midlands | 01332 542580

Liverpool | 0151 224 1480

London | 0203 741 8189

Newcastle | 0191 261 8585

West Midlands | 01782 572700

