

**Skills On The House Employability Skills Masterclass:
3 (often overlooked) reasons your job interviews are not successful.**

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Hi everyone, welcome to this week's episode of the employability skills masterclass. My name is Genevieve, but you can call me Omo from now on. In case you're wondering why, Omo is my middle name, and is what my close friends and family call me. And since I'm getting to know you guys better, I might as well use it.

Ok so now that we've got that out of the way, let's talk about today's masterclass. I'll be focusing on 3 often overlooked reasons you may not be hearing back from employers after a job interview. So imagine a scenario - you work very hard to scale through the CV shortlisting stage for a certain job, and you eventually get invited for an interview. You go for the interview and give it your best, and you actually even think it went well when people ask – you're pretty positive and almost certain you got the job. 2 weeks later, you get that dreaded, awful rejection e-mail that you were totally not expecting. The thing is that sometimes, these seemingly good interviews do not translate into job offers, and here are 3 often overlooked reasons why that may be so:

1. You did not do your homework

This is one of the WORST sins a jobseeker can commit in my opinion – and I know because I used to be very guilty of doing it. When I started looking for a job the first time, I honestly didn't know what I was doing. I would turn up at interviews completely UNPREPARED, not having done any research whatsoever and not knowing anything about:

- ✓ The company / business
- ✓ What they stand for
- ✓ Their objectives
- ✓ Their most recent or notable achievements
- ✓ Their mission and / or vision
- ✓ What the particular job or role entails
- ✓ What skills they want from the ideal applicant

I just used to pray and 'hope for the best', and I guess that was the Nigerian in me, but I quickly realised that getting a job is not a matter of 'luck' (to a certain extent anyway). You have to be prepared. And as the saying goes, fortune favours the prepared mind.

Turning up at an interview without doing your homework is like going to write JAMB or WAEC without studying – the most likely outcome is failure. But it's completely avoidable – you MUST do your best to ensure you are prepared and armed with the right information

2. You sounded boastful at your interview

Ok so I've come across several young jobseekers either while coaching or sitting in interviews who cross the very thin line between confidence and arrogance. Some are just over-confident (which is harmful rather than helpful in most cases), while others (unfortunately) do not even know they sound arrogant or boastful. Let me give you some REAL-LIFE examples of what someone said during a mock interview with me recently – I will highlight the problem statements in RED:

Hiring Manager: Why do you want to work for us?

Candidate: I'm passionate about promoting indigenous organisations to a global standard and **I'm confident that with my inputs, in a matter of time**, XYZ air would be comparable to KLM, Air France, and British Airways among others.

What the average hiring manager will probably think

Ah Ahn! What are you saying? So the current management team is not working hard to elevate the organisation to a global standard and they will only get there when you join and give your input? You must think you are Aliko Dangote...

Hiring Manager: What can you do for us that someone else can't?

Candidate: I have a means to generate income in a way that I believe nobody has considered before. It's an idea I have been nursing for years and I'm sure it will bring home good money, and I will be glad to bring it on-board in due course. I will come along with all the knowledge I have acquired to promote the interests of ABC Air. I would like to do what others would learn from and what none has thought of.

What the average hiring manager will probably think

This guy must really think he's special. Or is he not a fresh graduate? If your idea is so fantastic then what are you doing here trying to get a job? This one is definitely not ready to work...

I'm sure you get my drift. You generally want to avoid coming across as an 'I too know' or 'I'm the best thing since sliced bread'. The sad thing is that the young man that gave these responses is so humble and down to earth, and though he was just showing enthusiasm and commitment. Please, please ensure you don't cross that thin line. You must always be emotionally intelligent – even if you have a really fantastic, hot idea, there are ways you can put it across at a job interview without sounding like you think you know it all.

3. You (seem to be) all about the money

I once read a story about a candidate that was invited for an interview after submitting his CV. He proceeded to thank the company and ask what the salary for the role was because he didn't want to waste his time. Really? REALLY????

This is all shades of wrong and it's just as bad as asking the question during an interview, when you're not even sure whether or not you will get the job. It's inappropriate to be the one to bring up the subject.

The money discussion is best left for when you've scaled through the recruitment process and are made an offer. And when you do eventually get to the negotiation stage, you must take care that you don't come across as being interested in the role just because of the money. Of course money is important, and every recruiter or hiring manager knows that but you shouldn't make them feel like it's your main driver for pursuing the role.

To learn more about how to negotiate your salary or pay package, listen to the audio in [this post](#), where the HR Director of a global multinational gave us some tips and advice on how to go about it (around the 29 minute mark).

So that's it from me this week, don't forget – you already have what it takes to get your dream job, you just need to find the right information to help you position yourself for success!

Do let me know if you have any questions or comments, I absolutely love to hear from you guys and please don't forget to share this with your friends, and anyone else you think will find it useful.

Thank you for watching this video, and see you next week for another masterclass.

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