

Quick Guide – Interview Preparation & WHO Logic Use

Preparing before an interview makes all the difference! Your research and preparation will give you a boost of confidence and will show through to the interviewer and demonstrate your interest in the position/company.



- Conduct company research. Review the company mission and values.
- Review the job description – again! Many of the interview questions come from the job description. Check out the interview preparation exercise in [WHO Logic, page 110](#).
- Prepare your response to the **introductory question** (aka: “tell me about yourself”). Review [pages 111 & 112 in WHO Logic](#) to see how Jane T. Avatar approaches the introductory question.
- After the introductory question, there are so many questions that could be asked. You will strengthen your responses by offering **examples** to demonstrate your skills, behaviors, knowledge, and experiences.
- Some companies will talk about using the STAR method to respond to behavioral questions. WHO is basically the same thing, just a little easier because there are fewer letters to remember. And bonus – you have already used WHO for your resume and other market readiness needs. Stay with it and use WHO Logic to help you respond to almost any question, not just behavioral.
- Even if the question doesn’t specifically ask you for an example, it’s a good idea to give one to strengthen your answer. Check out [page 121](#) to see this in action.
- You need to ask questions, too! Make sure the role and company is a good fit for you. Use your company research to prepare curiosity questions for your interviewer. Need some examples, check out Jane T Avatar’s questions on [pages 122 & 123](#).

WHO Logic Framework for Interviewing

W = What was the situation or context?

H = How did you manage the situation (skills, strategies, technical applications used)

O = Outcome produced from the work? (impact on the company and/or your learning)

- *The value is featured in the How & Outcome with an emphasis on the How!*

Scroll down and check out a sample response using WHO Logic...

Sample Response Using WHO Logic



Question:

“Tell me about a time you took initiative?”

Response:

What:

“Yes, while working as a delivery driver at a local restaurant, I noticed the restaurant wasn’t using social media and I thought maybe some social media outreach could help increase sales. I pitched the idea to the owner, and she agreed to let me build a social media presence.”

How:

“I onboarded Instagram and Facebook, along with Google Analytics. I created campaigns and used time-sensitive coupons and attractive images to promote the food. I used the campaign tracking feature to help determine the impact social media campaigns had on restaurant orders.”

Outcome:

“Using the tracker, we understood that the social media initiative made a big difference. Sales increased by 25% within six months of launch. I learned a lot from this experience and had a lot of fun creating something new while building my analytics skills.

Additional Interview Tips:

- Dress professionally - even if virtual.
- Maintain eye contact and smile.
- Arrive (or be ready) 10-15 minutes before your interview. Contact the company immediately if an emergency comes up and you need to reschedule. Do not no-show!
- For virtual interviews: make sure you test technology and do the interview in a quiet place with good WiFi or cell signal.
- Gather as much information as you can prior to the interview (format, how many people will interview you, if virtual recorded: how many attempts and length allowed).
- If you don’t already have it, ask for contact information to properly follow-up.