

Online Interviews, Pitches & Presentations

Liz Wilkinson,
Technē Careers Consultant

SESSION OUTCOMES

We will explore:


- How to impress at virtual interview
- How to structure and perform selection presentations and pitches
- How to avoid digital bloopers – and how to recover

Online Interviews, Pitches & Presentations

From 24/06/2021 12:30 to 24/06/2021 13:30

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Liz Wilkinson, Technē Careers Consultant

- 30 Years in Careers and Recruitment
- Former Director of Careers and Employability at Royal Holloway
- PGR Careers Lead at Kings College London
- Academic & Postgrad Careers Specialist



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technē

the
CareersGroup
University of London

ACTIVITY: INTRODUCE YOURSELF

- Using the chat box, share your year of PhD study, your institution and summarise your discipline (s) in 2/3 words
- e.g. Year 3, Kingston, Geography & Visual Art

Spelling etc doesn't matter in the chat box

ACTIVITY: WHO ARE THE SELECTORS

- Who might interview you?
- Who might be evaluating your pitch/presentation

Type into the chatbox

Think like a selector – Write down a shopping list

Applications will be scored against the following criteria for selection:

- Creative proposal and examples of previous work (40%)
- Response to the commissioning theme of Health & Well-being (30%)
- Previous public art experience and / or working in public spaces (10%)
- Previous experience of creative community engagement and / or consultation (10%)
- Strength of project budget (5%)
- Strength of project timeline and commitment to meeting the completion date (5%)
- Meets all of the Network Rail stipulations outlined in Appendix B (ESSENTIAL)

Denmark Hill Station public artwork – commission advertised on <https://creativeopportunities.arts.ac.uk/>
June2020

The task of the recruiter/selector

- Create a manageable and defensible shortlist
- Can they tick off the essential requirements with evidence?
- Do the candidates follow the instructions including timing of presentations?
- Do the candidates demonstrate research into the organisation?
- *If the recruitment field is strong, choose fairly between the good candidates*
- *can I defend my decision (to my boss, HR, public opinion) if challenged?*

Apply imaginative empathy – Ask yourself these questions

If I was recruiting for this job/opportunity:

Why has this opportunity arisen/What problem is it solving?

what would be on my shopping list?

- What would be my top priorities?
- What **evidence** would help me defend my recruitment decision?

INTERVIEWS

- What's your pitch? - the overall message you are seeking to get across
- Questions, questions, questions
- Structure, structure, structure
- Virtual performance tips

For the candidate: Making your pitch

- Evidence that you are the candidate that can evidence:
 - You have the skills and qualities to do the job
 - You have proven motivation and resilience to deliver what's required
 - You have the people skills to get on well with stakeholders, customers. colleagues
- If the field is strong, you have highlighted specific skills and experiences that make the **match** and give you the **edge**

ACTIVITY Generate some questions

- 1. Motivational (Why?)
- 2. Competency/Biographical (How did you?)
- 3. Hypothetical (How would you?)
- 4. Strange (Unpredictable, some dubious)

Type in some interview questions into the chat box

Useful answer structures

Motivational (Why?)	Rule of 3 1 point which is really targeted to this particular job	<ul style="list-style-type: none">• I want to do the tasks of this job• I want to do this job in this organisation• I offer a track record/ skills in XYZ (2-3 pts only)
Competency (Give me an example when...?)	STAR approach	<ul style="list-style-type: none">• Situation• Task• Action• Result
Hypothetical (How would you?)	Rule of 5	<ul style="list-style-type: none">• Analyse• Consult• Plan• Act• Evaluate

Using the STAR + NUMBERS approach

- **S**ituation: Organising conference
- **T**ask: New event so not much profile
- **A**ction: Analysed issue, proposed new approach to senior colleagues, trialled new marketing approach , tweaked it and evaluated results
- **R**esult: Achieved XXX social media views and mention by XXX which established strong presence for this event going forward

Research related questions

Questions	Tips
Explain your current research to me	Give purpose as well as methodology – make SO WHAT factor clear Communicate clearly to non-specialists
How do your research interests fit in with our department?	Pays to do your homework – informal contact as well as website analysis
What do you see as the major development in the field?	Show that you can take the broader, more strategic view. Show that you are up-to-date
How have you worked effectively with others to complete your research?	Evidence how your people skills contribute to better outcomes

ACTIVITY

- **Type into the chat box**
- What questions could you ask at the end of the interview to demonstrate your motivation for the job?

Make your performance virtual friendly

- Test the tech (bandwidth/microphone)
- What does the camera see?
- Structured and succinct answers
- Summaries and soundbites
- Show energy and positivity: Smile
- Listen hard for their cues

Presentations & Pitches

- What are your top tips for good, short presentations?

Type into the chat box

5 Keys to Effective Presentation

1. Structure and Signpost Phrasing
2. Relevant to audience
3. Rehearsed performance
4. Handling questions relevantly
5. Virtual-friendly technique

Think like a researcher: What makes an organisation distinctive

- Mission and Vision – what does that tell you about their purpose and culture
- Who are their stakeholders
- What is outside scope?
- What are their successes and challenges
- How is their arena of operation likely to change in the next 5 years?

Look for flags about attitude and broader skills sets

- V & A jobs page:
- “At the V&A we value collaboration, integrity, innovation and generosity. These qualities are vital to our success.”
- Museum Association report: “a shift towards prioritising development of a range of skills such as business management, financial planning, digital strategy, etc. while still retaining the cultivation of heritage-specific skills such as curatorial skills.”

ACTIVITY: Add impact to your PhD offer with numbers

- NOW ADD SOME NUMBERS!

- How many (interviews, records, hours, data points...)
- How often (weekly, monthly...)
- Changed by what percentage
- Numbers boost credibility & support the expanded conceptualisation of your PhD into successful project management
- **Type into the chat box a number linked to your PhD**

AND AS YOU RESEARCH YOUR PRESENTATION, SPOT THEIR NUMBERS

Effective Presentation: Build Pattern and Structure

- Signposting
 - *Announce, deliver, remind*
- Sections and subheadings
 - *Introduction, argument, conclusions*
- Evidence & Implications
 - *Examples and illustrations*
 - *Impact – what difference does it make?*
- Summary and So What?
- Why does it matter?



Structure supported by Phrasing

- Not just WHAT you say, HOW you say it
- Neat, Strong Start:
 - “Hello, today I am going to talk about X”
- Use your structure:
 - ‘First, I’d like to talk about...’,
 - ‘Next, let’s look at...’,
 - ‘Finally, in summary...’

Type into the chat box any favourite structuring phrases

Effective Presentation: Prepare Your Resources

- **WHAT are they?** Powerpoint slides? Handouts? References? Data sets? Analytics?
- **WHY use them?** To illustrate, to summarise, to reinforce, to clarify, to take the focus off you
- **TIME to use them?** Be mindful of pace
 - (LESS IS MORE)

Effective Presentation: Performance

- REHEARSE, REHEARSE
- Speak your content rather than read your content
- Key word notes/slide summary
- Practise timing
- Practise vocal delivery: breath, pitch, volume, speed, pauses
- Look at camera/audience - Smile

Presentations: Virtual Live

- Sort out your lighting & audio/noise issues
- Close out windows & desktop notifications
- Rehearse the talk/practice the Tech
- Experiment with Platform: Uploading slides, share screen, presenter view
- Speak to the camera, not your notes
- Smile and stay calm



Presentation: Virtual Recording

- Adjust your introduction phrase
“Thanks for tuning into my talk about”
- Clear visual slides matter even more
- Add smiles & gestures to add engagement, and PAUSES
- Have clear conclusion phrase
- NO RECORDING IS PERFECT

Type in the chat box any other tips/questions on virtual presentations

Recovery kit

If things go wrong:

- BREATHE – it happens to everyone
- SORT THE ISSUE
- RE-LOCATE in the structure and RE-SUMMARISE the relevance of your research to the audience
- SMILE

In summary

- Think like a selector: what is on their check list?
- Invest some time in **researching** the job and the organisation
- Prepare your **evidence** examples, tailoring your answers for the specific job
- Make your **message** easy to understand in a virtual environment
- **Prepare** for likely questions
- Rehearse any presentations in a simulated context. And again.
- **DO YOUR RESEARCH, CRAFT & PRACTISE YOUR PITCH**

What's your key take-away?

Type into the chat box what you will do differently to ensure that your online interviews, pitches & presentations for selection are as effective as possible.

MORE CAREERS WEBINARS AND CAREER SUPPORT

Congress coming up 5/6 July! 4 careers sessions

- What is happening in the job market for PhDs?
- How to network for a placement or a job
- Exploring your career options with ImaginePhD.com & opportunity to network with Techne partners
- 1:1 Career Coaching Slots available every month for Techne students
techne.careers@careers.lon.ac.uk

Check out what's also available from your home uni careers service


Your feedback strengthens the Techne careers service

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Thanks and see you soon

