



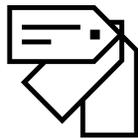
Persuasive Interviewing Skills Workshop

laurie brown communications

Laurie Brown | 2022



What Does the Interviewer Look For?



What Three Words?



Interview Preparation

What do you need to know about the company?

Where do you find this information?

What do you need to know about the interviewer?

Where do you find this information?



How to Be Relaxed

Practice, Practice, Practice.

Be yourself.

Do relaxation exercises:

Deep breathing. Take three slow, deep breaths and slowly release them, then return to your normal breathing.

Isometric exercises. Press your fingertips gently together, then press harder for a few seconds. This technique will work very well right before you begin speaking—and no one will be aware of it.

Press against a wall, or on a table for a few seconds with all your strength. This will open up your shoulders and help your voice be more powerful.

Tense up parts of your face, forehead, mouth, neck, and shoulders. Then consciously relax them. (Any conscious tightening and relaxing of muscles will work.)

Yawning. Yawn widely a few times to relax your face and throat. Now, with a lot of breath, try speaking or perhaps counting (1, 2, 3, up to 10). Next, count or speak while thinking about, but not actually, yawning. The throat will feel and stay open.

Prepare your voice:

Warm up your voice with a hum. Hum gently, and when you feel your voice motoring easily, start to play with different notes. Hum a tune. Think of this process as a massage of the vocal chords.

If you have dry mouth drink pineapple juice, strawberry juice, honey or eat olives. Water, tea, coffee, milk and beer are all bad for your voice.

Smile. A smile will open the throat and pick up the vocal quality we associate with the high energy vocal tone of emotionally charged moments.

Remember to breathe:

As you sit or stand waiting to start your presentation—breathe.

As the nerves surge through you—breathe.

As you walk up to start your presentation—breathe.

As you begin your presentation—breathe.

Use positive mental imagery and Power Posing (see Amy Cuddy Ted Talk)

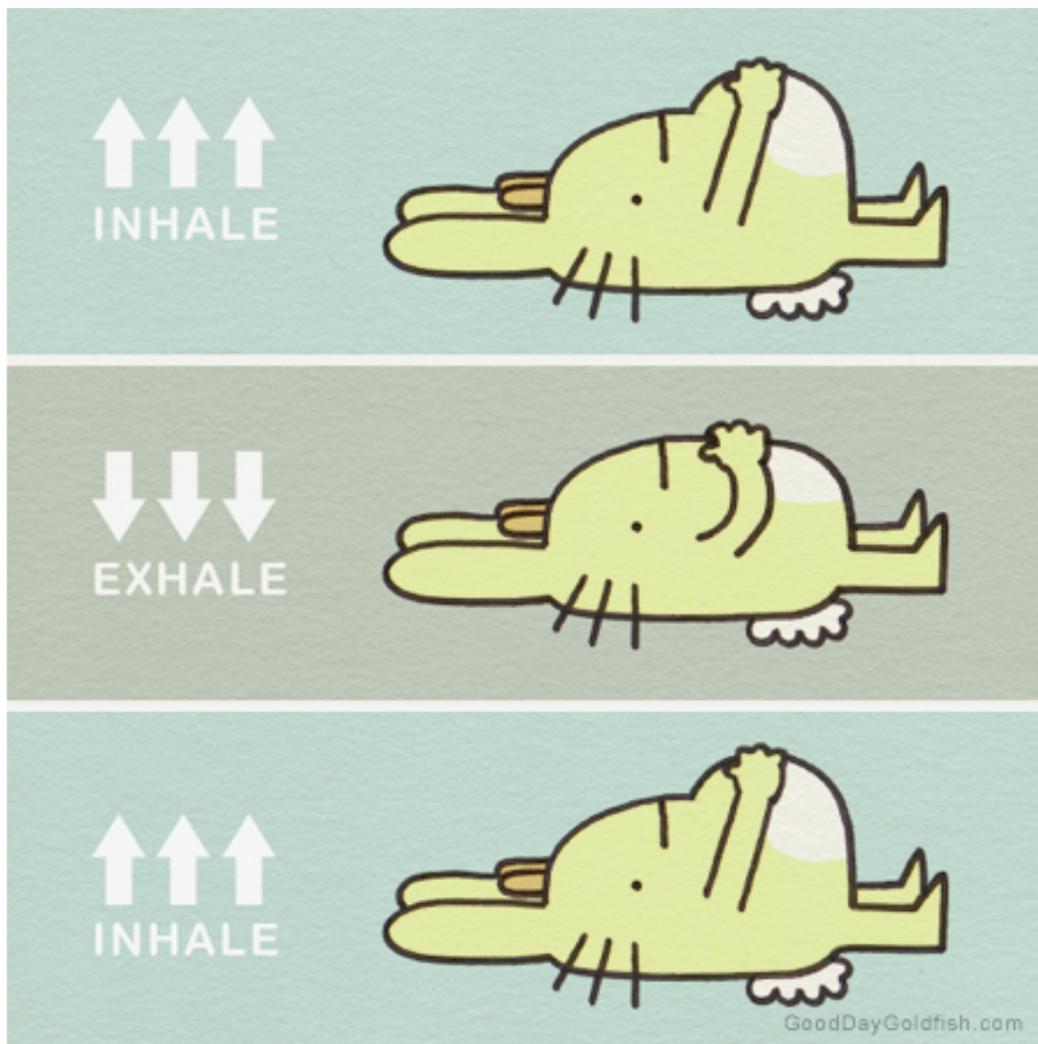
Visualize yourself giving a dynamic and engaging interview. Imagine the interviewer listening intently



Breathing

Sit or lie down in a comfortable and quiet location. Breathe normally for a breath or two. Now try a deep, slow breath. Breathe in through your nose and imagine filling a balloon that is located in your lower belly. Let your abdomen expand fully. Now breathe out through your mouth or your nose. As you breathe out imagine the imaginary balloon in your belly is being emptied of air.

Now practice deep breathing for several minutes. Place your hand on your abdomen, just below your belly button. Feel your hand rise about an inch each time you inhale and fall about an inch each time you exhale. Your chest will rise slightly, too. Relax your belly so that each inhalation expands it fully. As you exhale slowly, let your belly fall.





Visual Techniques

Body Language

Whether your hands are in your pockets, your arms are crossed or you are in a more natural stance, how you stand always leaves an impression.

To stand in a natural or neutral stance, place your feet parallel about hip width apart. Make sure your weight is evenly balanced over your feet. Knees should be slightly bent. Imagine there is a string pulling your head straight up and that there are roots pulling your feet into the ground.

Your arms should hang relaxed at your sides, fingers relaxed.

When seated, sit on the first third of your chair. Feet planted. Don't swivel in your chair or move too much,

Gestures

You should use a combination of natural and planned gestures.

Eye Contact

You need to make meaningful eye contact with members of your interviewers. Eye contact should last three to four seconds and you should finish expressing your thought before moving on.



Vocal Techniques

Vocal Quality

Tone or resonance

Tone or resonance allows you to carry sound with less vocal tension. Resonating cavities are your chest, throat, nasal cavities and head. To increase resonance, practice humming and place the hum in each of these various cavities.

Range

We have a much bigger vocal range than we normally use. Say the words “ka”, “ga” and “ha” using the lower, middle and upper register of your voice to better understand and expand your range.

Articulation

In order to be understood by your audience, you need clear articulation of your words. Practice by warming up your articulators—your lips, teeth and tip of your tongue. Place your tongue on one side of your mouth and say “red leather yellow leather.” Repeat with your tongue on the other side of your mouth.

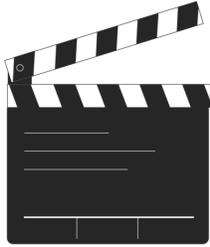
Repeating tongue twisters also works well to help you articulate.

Power

Placing your breath correctly from within the area of your diaphragm allows you to have authority in your voice, and projection, without over-using your vocal chords. (See exercise on breathing.)

Pausing

Pausing allows you to slow down, reduce “ums”, regain audience attention, add drama, create anticipation, and gives you time to collect your thoughts. It also gives the audience



Action Plan

Laurie Brown

COMMUNICATION SKILLS TRAINING

541 West Oakridge Ferndale, Michigan 48220

ph 248. 761.7510

Laurie@lauriebrown.com

lauriebrown.com