



THOUGHT ACTIVATOR

**Women in Job Interviews: How to
Avoid Mistakes and be Successful**

© IPWS and Natalie Koeppe



EMPOWERING FEMALE PROFESSIONALS TO SHAPE THE FUTURE OF LEADERSHIP WORLDWIDE

IPWS is a platform for dynamic women with diverse professional backgrounds.

Through our community and events, we build networks, foster personal growth, and develop professionally.

CONNECT . GROW . INSPIRE . LEAD



They make it possible beloved sponsors





Dr. Natalie Koeppe

Head of Talent Partnering APAC at adidas

Dr. Natalie Koeppe holds an MBA from the University of Augsburg (Germany), a PhD degree from the Toulouse School of Management (France), as well as a Lean Six Sigma Black Belt certification.

In her role as Head of Talent Partnering APAC at adidas, Natalie leads the talent function focusing on performance culture, leadership development and learning for 10,000 employees in the region. As a certified Diversity and Inclusion trainer she is also supporting the D&I agenda of adidas in Asia. Natalie is a regular speaker at global conferences on the topics of innovative HRM and talent management. She holds a guest professorship at the Toulouse Business School as well as at the Lyon School of Management, teaching MBA students about career development and talent management. Natalie has lived in Shanghai since 2012, together with her husband and their 5-year-old daughter.

Throughout her professional career, Natalie has enjoyed operational as well as strategic areas of HR, while collecting a wealth of experiences interviewing applicants of different genders and educational backgrounds for various roles & responsibilities.



IPWS – THOUGHT ACTIVATOR
NOVEMBER 2020

WOMEN IN JOB INTERVIEWS:
HOW TO AVOID MISTAKES
AND BE SUCCESSFUL

DR. NATALIE KOEPPE

3 PILLARS OF SUCCESS

**BEFORE
THE INTERVIEW**

PRE-WORK



**DURING
THE INTERVIEW**

FIRST IMPRESSION

MESSAGE: 60-30-10



**AFTER
THE INTERVIEW**

POST-WORK



Increases your chances by

>80%

to succeed in the interview!

3 PILLARS OF SUCCESS

FIRST, PREPARE FOR SUCCESS...

Company & Job: Products, recent changes, challenges, trends, mission statement, competitors, connect/chat to people who work there etc.

→ **WIN** through a strong “value proposition” by linking your narrative to company data, and decreasing the “knowledge gap” between you and internal candidates

Interviewer: Working experience, tenure with the company, career path, etc.

→ **WIN** through “bias reduction”. Find out similarities/differences, use “bias” in your favor!

You: “Customized storyline” for this company/role, “difficult questions”, etc.

→ **WIN** through smooth flow & relevant information

...THEN, REHEARSE FOR CONFIDENCE!

BEFORE THE INTERVIEW

PRE-WORK



DURING THE INTERVIEW

FIRST IMPRESSION

MESSAGE: 60-30-10



AFTER THE INTERVIEW

POST-WORK



3 PILLARS OF SUCCESS

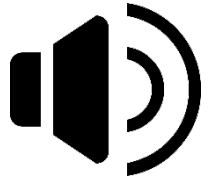
MASTER THE 3 Vs:

60% VISUAL



- Dress to impress – corporate culture, respect, interest
- Body adaptors – hair, long necklace, new jewelry, etc.
- Body language – eye contact, gestures, facial expression, posture

30% VOCAL



- Volume, intonation, rate (approx. 165 words/min)
- Pause
- Speech mannerisms (hmmm, I think/hope/feel/believe...)

10% VERBAL (→ 60% with Board Level)



- 60 seconds to break the ice – personal anecdote/compliment/question
- Self-introduction – walk backwards starting today and highlighting milestones
- S.T.A.R method answering questions – Situation Task Action Result
- Engage in a dialogue – ‘pre-emptive strike’, ask ‘smart’ questions throughout the interview

BEFORE THE INTERVIEW

PRE-WORK



DURING THE INTERVIEW

FIRST IMPRESSION

MESSAGE: 60-30-10



AFTER THE INTERVIEW

POST-WORK



3 PILLARS OF SUCCESS

REFLECT, PREPARE AND **WAIT SMARTLY**...

- **Post-Interview Work** – highlights, low lights, to dos
- **Follow-up** – inquiry, thank you note, reflection outcome, etc.
- **Prepare yourself for any outcome** – reflect, conclude, distract
- **Don't lose perspective** – all the effort you put in this time is setting yourself up for your next time
- **Wait & have a cup of tea ;)**

Hope for the best, be prepared for the worst, and unsurprised by anything in between

BEFORE THE INTERVIEW

PRE-WORK



DURING THE INTERVIEW

FIRST IMPRESSION

MESSAGE: 60-30-10



AFTER THE INTERVIEW

POST-WORK



HELPFUL SOURCES

BEFORE THE INTERVIEW:

[125 Common Interview Questions](#)

[How to Phrase a Weakness](#)

[How To Make A Great Impression](#)

DURING THE INTERVIEW:

[Tips For Women How To Dress For An Interview](#)

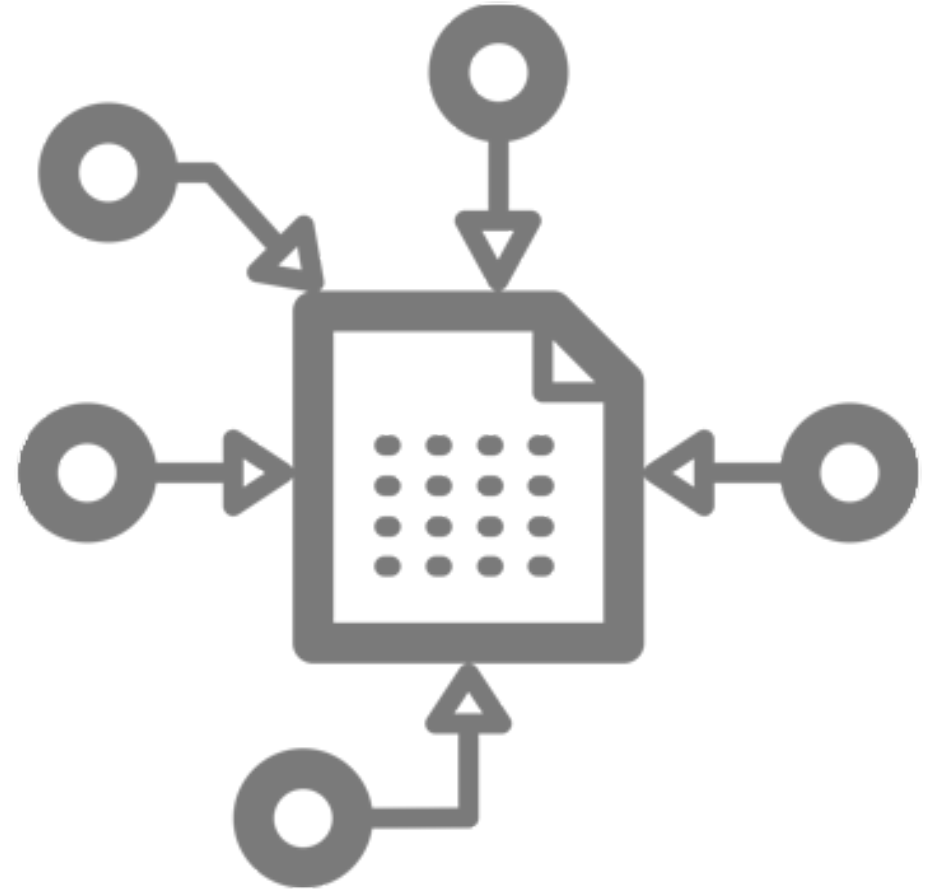
[Questions To Ask In An Interview](#)

[How To Improve Your Body Language](#)

AFTER THE INTERVIEW:

[4 Ways to Follow-up After A Job Interview](#)

[How To Brace Yourself For Disappointment](#)





ROUND TABLE

15:00
Stop

**How do you prepare for an interview?
What are your biggest challenges during an
interview?**



ROUND TABLE

15:00
Stop

**What are the questions or subjects that you find difficult to bring up at an interview?
How would you like to change that?**

Mark your calendars

Thought Activator
Creativity Booster:
Become an original

Time: December 16, 6:30 pm-9:30 pm

Be the change you want to see...

Have you made the New Year's resolution to be more active in developing your career, getting more out there to meet new people or supporting a good cause? **Then joining us as a member might just be your thing.**

❖ **Join our movement**

Support our cause to foster a new kind of female leadership and our work for it.

❖ **Discounted Event Fee for members**

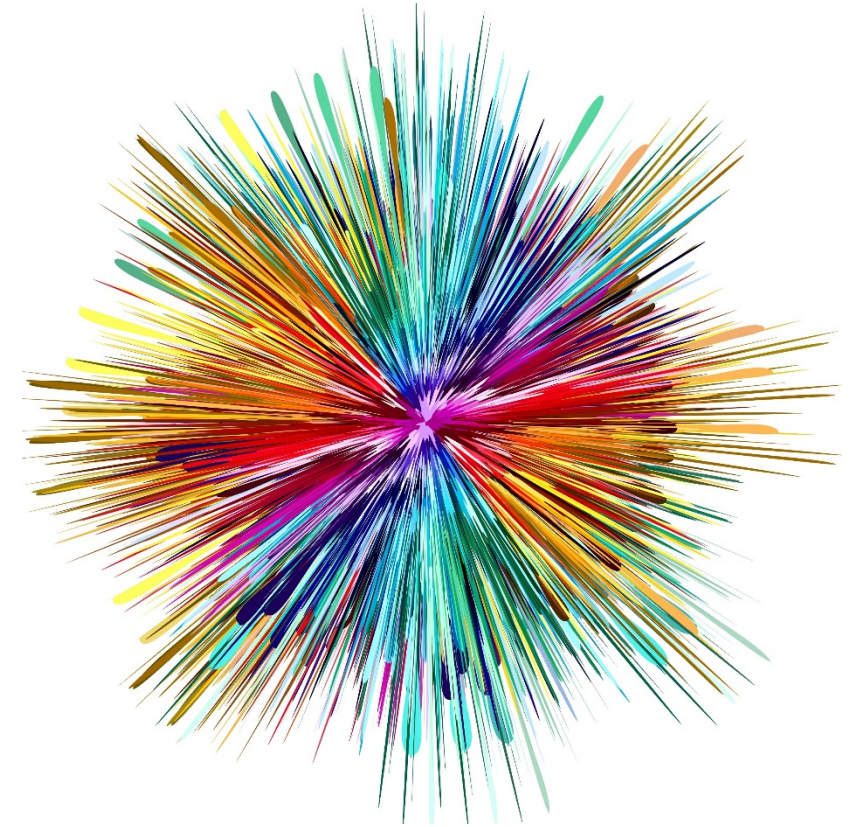
CNY 170 instead of CNY 250

❖ **Interchamber Events**

By being our member, you have access to others chamber's events when we partner up with them.

❖ **Discounts with local businesses**

See our current list of female entrepreneurs we support click 'read more' at the end of this post.





connecting professional women

**THANK YOU FOR
JOINING US!**

STAY CONNECTED

