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THE ULTIMATE GUIDE ON HOW TO PREPARE FOR A **COMPETENCY BASED INTERVIEW FOR A LEADERSHIP ROLE**



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The Ultimate Guide On How To Prepare For A Competency Based Interview For A Leadership Role

What is a Competency Based Interview?

A [“competency based interview”](#) or [“CBI”](#), is a style of interviewing designed to give an HR manager and company a greater insight into how well you demonstrate the “key competencies” required in the role you have applied for. Employers are looking for you to demonstrate your skills, knowledge, and attitude towards your work.

In other words, it’s about looking beyond the results and grades on your C.V and instead examining how you have responded to real-life situations.

While traditional job interviews might focus on asking questions about your previous industry experience and what you would do in certain situations if you were to succeed and be offered the role. Competency based questions ask you to present examples of how you’ve used specific skills and knowledge to for example:

- Complete projects.
- Meet deadlines.
- Overcome challenges.
- Work collaboratively.

This style of interview is particularly valuable for companies in search of critical skills and characteristics in new employees.

The Benefits of CBIs for Employers

Competency based interviews aren’t simply a way for hiring managers to “filter out” prospective employees who’ve learned how to respond perfectly to standard interview questions. They help employers to refine and improve the recruitment process, by choosing High Potential candidates based not just on their education, but also the unique characteristics and skills that match each individual role especially in leadership.

Some of the main advantages of CBIs for employers include:

The ability to reduce bias: While a lot of today’s companies know that diversity can contribute towards a more efficient workforce, many are also susceptible to the practice of consistently hiring the same people, from the same backgrounds, to avoid disruption to company culture.

Competency based scoring and interviewing allows recruitment professionals to reduce bias, and focus on identifying employees that have fundamental skills while sharing essential behaviours, and attitudes, rather than demographics and backgrounds.

The chance to simplify the hiring process: The search for the ideal candidate can be a complicated and time-consuming task for hiring managers. Tracking the right potential applicants, conducting interviews, and following up with each possible employee is a significant investment of resources, and time.

However, structured interviews are up to [81% more accurate](#) when it comes to choosing the ideal candidate. By structuring the hiring process with competency-based questions, companies can streamline the hiring experience, saving both time and money.

Improve candidate feedback: One of the most important things a business can do to attract key talent to their doors is to make sure that they give potential hires the best possible candidate experience.

Whether an applicant receives an offer or not, feedback is essential. In fact, [94% of candidates](#) say they would appreciate feedback after their interview. Competency based interviews allow HR and recruiting managers to provide informative feedback that supports the company’s decisions.

Reduce employee turnover: By using competency based recruitment and selection processes, businesses can benefit from a significantly lower attrition rate. After all, once a company has evaluated the requirements of the open position and identified the competencies most relevant to the role, they can focus on finding a candidate that’s the perfect fit for the job.

The Benefits of CBIs for Candidates

Importantly, competency based interviews are also beneficial for candidates. In a world where employees are always searching for a better cultural fit from their workplace, CBIs can help applicants to determine whether they’re a good match for the job at hand, or whether they might be better suited to another position.

Additionally, competency based interviews help to ensure candidates don’t fall victim to the temptation of saying what they think the prospective employer wants to hear just to get the job.



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It's not unusual for applicants to exaggerate their skills, experiences, and results to increase their chances of an offer, only to discover that they are out of their depth and struggling in their new position as a result.

For candidates, competency based interviews can:

- Outline clear expectations as to what a role entails, and what the employee will be expected to do during their time within the company.
- Help team members understand the fundamental values of the organisation that they will be working for. This allows a candidate to be sure that these values match their own and to confirm in their own mind that this is the company for them.
- Let a candidate demonstrate, using evidence from previous and current roles, that they have the knowledge, skills, attitude, and desire to succeed in the role they are applying for.

What Candidates Should Know about Competency Based Interviews

Although [competency based interviews](#) have been around for several years now, there are many individuals who will be less familiar with the structure and types of questions asked in this style of interview. The best way to prepare for a competency based experience is to know exactly what you can expect.

Typically, competency based interviews include a range of questions that help your potential employer understand how you might respond to a situation. The response you outline will determine whether you appear to have the core competency your hiring manager is looking for.

Sometimes, competency based interviews will also include questions that explore how much a candidate knows about the company or the industry. Usually, these questions are asked to determine [how committed](#) the applicant is to their prospective new role.

The competencies that an employer will test for will vary from one position to another. However, some of the most common core competencies include:

- Communication
- Leadership

- Teamwork
- Delegation
- Flexibility
- Organisation
- Motivation
- Decision Making

The Competency Based Interview Structure

[The questions you're asked in a competency based interview](#) means you will need to refer to experiences you've had in your current and previous roles. Hobbies and voluntary work can help you to demonstrate your use of particular skills.

For instance, if you were asked for an example of your ability to work in a team, the question might sound like "describe a recent situation when you have been invited to work in a team".

Most competency based questions will begin in a similar way, such as:

- Tell us about a time...
- Describe for us a situation...
- Give an example of...
- How would you respond to...

The interviewer might also follow up with additional questions designed to clarify some of the points you've made, or give you a chance to expand on your answer if you haven't demonstrated your ability to use the skill the prospective employer is looking for.

Take the time to brainstorm experiences that you can use as examples in your interview. Additionally, remember that it is usually acceptable to ask your interviewer for a few moments to think about your answer before you respond.

How to Ace Your Competency Based Interview

To make sure that you have the best chances of success in your competency based interview; Be well-prepared. Just as you might plan for traditional interviews by asking your friends and family members to quiz you about common questions, find out which competencies your potential employer is looking for in advance and plan your answers carefully, think about the most appropriate examples that will demonstrate your unique skills.



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The easiest way to check what competencies will be assessed is to refer to the job description. Make a note of any key skills or characteristics that are listed. For instance, if the job description states that the employer is looking for someone who “works well in a team”, you’ll know that teamwork is one of their core competencies.

[Researching the company](#) before your interview will also help you to demonstrate the competencies of “motivation” and “commitment”. If you can show your hiring manager or interviewer that you took the initiative to visit the company website, researching their products and services.

You may even call and talk to someone on the team you could be joining or learn more about what the business values and looks for in employees. It’s a great way to show you’re dedicated to getting the role.

If you struggle to find the information that you need online, remember that you can always call your **recruitment company** for advice, or reach out to the company itself.

Preparing for Competency Based Questions

The job specification is one of the best places to get more information about which competencies you might be tested on during an interview. Look at the “person specification”, or “person spec” segment for more information on the skills, abilities, and characteristics that the business is looking for.

While the type of question you’re asked during the interview will depend primarily on the role and industry you’re applying for, all of the questions posed will be designed to allow you to demonstrate your specific skills, knowledge and attitudes and how they might relate to your new position in a particular business.

To show your competencies, you can draw from your current and previous roles, personal life, voluntary work or academic experiences if you are in the early stages of your career.

Here are some examples of the questions that you might be asked to demonstrate different skills:

- **Verbal skills:** *Tell us about a situation where your communication skills resolved a problem.*

- **Listening skills:** *Outline how your listening skills have helped contribute to a key business outcome.*
- **Conflict management:** *Tell us about a time when you felt that conflict was a problem in your organisation, and how you managed this conflict to get the best results.*
- **Creativity:** *Describe a project or situation where you felt that a conventional approach wouldn’t be suitable. How did you use your creativity, and what were the results?*
- **Decisiveness:** *What would you say the most important decision you’ve made recently has been? How did you go about making that decision?*
- **Delegation:** *How would you determine how specific responsibilities in your new role should be delegated? How have you made use of delegation in the past?*
- **Flexibility:** *Describe a situation where you had to change your plan halfway through a project.*
- **Leadership:** *Tell us about a situation where you had to use your skills to get a team to improve their performance. What were the problems you had to address?*
- **Teamwork:** *Describe a situation where you acted as a member of a team. What was the outcome of the group project and how did you contribute to it?*

The key to ensuring the best outcome of your competency based interview is to make sure that you prepare your answers in advance. Take the time to sit down with the list of competencies that you’ve recorded; thanks to your research into the company, and ask yourself how you can demonstrate those competencies through past experiences.

You could always ask friends and a trusted colleague to help you brainstorm if you’re having trouble finding a range of examples that will be relevant to the job you’re being interviewed for.

Make sure that you don’t “make something up”. Your prospective employer will see through this. Ensure your responses are precise and accurate, which means that interviewers will quickly be able to see what you are capable of.



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Using the STAR Approach

One of the best ways to make sure that you're well-prepared for the competency based interview experience is to familiarise yourself with the "STAR" model for answering questions. The STAR model is frequently recommended by recruitment experts as the best way for candidates to communicate points about themselves in a way that's clear, concise, and transparent.

The STAR approach asks you to identify four key parts to your response:

- S: Situation
- T: Task
- A: Action
- R: Result

This will help you to formulate your answer into a quick, concise response that addresses all your key messages and ideas. For most people, the STAR formula can be a solution that helps them to avoid going off on a tangent with their answers or losing the interest of their interviewers.

Here's an example: the candidate is applying for a social media managers role.

The interviewer's question is: "Tell me about time that you were asked to prepare a prospective client pitch within a short deadline"

Answering this question with the STAR model might look something like this:

Situation: set the context for the story.

"We were asked to prepare a pitch for a new social media campaign to deal with some adverse publicity the client company had received. The company's existing agency had been unable to contain the issue. The presentation was to the prospective client's board of eight and we had 24 hours to design a campaign and prepare the presentation.

Task: what was required of you.

"It was my responsibility to collate the research and impact of the client's situation and how their market was responding and to do this quickly to allow the creative team to design a campaign"

Activity: what you did.

"I analysed data on their share of voice, executed a media search and summarised and collated a short report on the main issues raised in the media. I also examined the companies' social media presence prior to this issue occurring and identified 3 specific strategies that had generated excellent results in the previous 12 months for the company. I then presented my findings to my director and creative team with recommendations of what required addressing how they may link past successes to a new campaign.

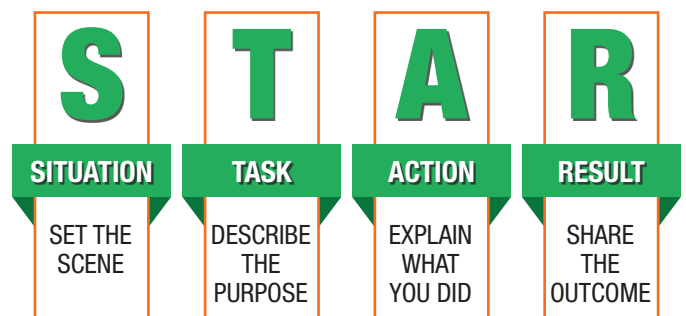
Result: how well the situation played out.

"The presentation was made on time and while the creative team still had some detail to work through, the new social media campaign was warmly received.

The plan was implemented within the next 48 hours. Within 24 hours the number of negative comments about our client decreased by 25% and within 48 hours it had halved. In the following days, the client started to see positive engagement return and sales of the product affected stopped declining and plateaued. Within 1 week, sales had begun to increase. 2 months later they were back to the same level as prior to the 'issue' occurring."

Key points: it's important to speak in specific rather than general terms and quantify your success. In this example, we mentioned percentage declines, increases and time frames.

From a listener's perspective, this makes the story interesting and they are more able to gauge your success. Nameless people and unquantified successes make the answer less convincing.





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Plan to Make the Right Impression

Planning for your competency based interview doesn't just mean making sure that you take the time to learn as much as you can about the company before your interview. It's like any other interview in the sense that it allows you to make that all-important first impression on a potential employer.

When you first meet, your employer will often make a snap judgement on you based on how you carry yourself, how you present yourself, and even how you dress.

According to numerous studies, referred to in the [Wall Street Journal](#) and [Scientific American](#) over 70% of hiring managers would be reluctant to offer a job to a candidate who turns up to an interview wearing the wrong 'attire'. The same research shows that 22% of hiring managers had already rejected an applicant based entirely on the way they presented themselves in an interview.

Although you may think that a competency based interview would be less focused on your appearance than a traditional interview, the truth is that appearances still count.

If you're not sure what kind of approach your chosen company takes towards business dress, talk to your recruitment consultant who will have a thorough understanding of the employer in question.

Additionally look at the company's social media and website pages for insights based on photos of key employees and if in any further doubt, stick to the general rule that all interviews are conducted in formal attire.

For men that usually means 'suited and booted' and for women, suits or dresses that are professional in nature, solid in colour, and not too revealing. Ties are often expected of men, and its suggested women wear appropriate jewelry.

Remember too that 'smell' and hence perfume or aftershave can create emotional responses; whilst at the same time being overpowering.

Spraying your self with your favourite aftershave might give you a boost in confidence, however what if it's the exact brand your interviewer's ex husband wore; not ideal?

Ultimately, many companies believe that the way you dress for an interview helps to demonstrate your attitude towards the position. If you fail to take the time to dress like a professional for your interview, then there's a good chance that you won't act professionally on the job either.

Remember to Watch Your Body Language

There are plenty of different factors that can impact the way an interviewer or hiring manager perceives you when you're applying for your dream job. For instance, while an informal dress code might make you seem lazy and unprofessional, poor body language could cause you to seem bored, disrespectful, lacking in confidence with low self-esteem, or even untrustworthy in the eyes of your potential employer.

Statistics on the importance of body language vary, with some people claiming that our body language accounts for [50-65% of all communication](#), while others suggest that the number is closer to 80%. Either way, it's safe to say that everything from eye contact, to how you shake your interviewer's hand, could have a part to play in the success of your competency based interview.

Here are a few quick body language tips to be mindful of during the interview experience:

1. Be Careful When Shaking Hands

One of the first things you're likely to do in an interview scenario is shake the hand of the hiring manager. The handshake is a straightforward and shared form of introduction, but it can also be a way for your interviewer to gauge your personality.

Many hiring managers believe that a firm hand shake communicates confidence and self-assurance. If you know yours can be on the soft side, practice your handshake before you go.

2. Watch Your Posture

The way that you walk in to the interview room and how you sit or stand during the meeting is important. Even if you're focused on thinking of which of your many examples to share when answering the hiring manager's competency based questions, make sure that [you're not slouching](#), or crossing your arms. These actions can communicate a lack of confidence in what you are saying.



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This may cause the interviewer to wonder how much of what you are saying is true. It can also communicate dis-interest in the role and company. Keep your posture straight with your shoulders back and your head up. A comfortable position for your hands is to have them on your lap when you aren't using them to gesture.

3. Be Careful with Eye Contact

While you don't necessarily want to stare at your interviewers so hard that they end up feeling uncomfortable, you do want to use enough eye contact to connect and build rapport. Good eye contact also shows the person you're talking with that you're deeply involved in the conversation.

If there are three or more people in your interview, avoid giving eye contact only to the individual who is asking the question. Instead, direct around 60% of your attention towards the person who asked the question, while sharing the remaining 40% of your eye contact around the other panel members.

4. Be Genuine

Make sure that you smile when possible to show your interviewer that you're genuinely pleased to be with them. Be yourself, the interviewer will notice if it looks like you are forcing yourself to act out of character. You can only keep up an act for so long.

Think About How You Use Your Voice

We've talked about using body language and it's worth remembering that your words are important too. When it comes to earning the attention and respect of hiring managers, it's not just what you say that matters, but also how you say it.

Your vocal delivery can make a huge difference to the way that you're perceived. A strong, stable voice communicates competency and confidence, while a quiet stuttering voice communicates a lack of confidence and even anxiety.

Begin by listening carefully to the volume and pace of the person who's asking you the questions. Look to match their volume and speed more closely. Increase or slow down your own pace and volume down so that you're at about a 75% match.

Forcing yourself to match their voice 100% will look and sound strange. It may also make the hiring manager believe that you're ridiculing them.

Other ways to ensure you have an employable voice include:

1. Handle Your Nerves As Best You Can

Nerves can cause your tone of voice to go up and down almost at random during the interview process. To ensure that you appear confident and relaxed, practice a few breathing exercises before you go into the interview room.

Additionally, remember that preparing for your competency based interview with the steps that we've outlined above will help you to feel more relaxed about the experience, so you can keep anxiety at bay.

2. Use the Right Volume

As mentioned above, match your volume of your voice to the volume your interviewer is using. While a whisper might be appropriate for some situations - it's not a good idea when you're trying to get your sought after next role. A clear voice with reasonable volume will help to show your authority and outline that you're confident about the subject matter. Too quiet, and you could be disregarded as being nervous and uncertain.

What If...

You might be asking yourself: "What if I don't know that part of the interview is going to be competency based?"

Ultimately, it's difficult to know for certain whether you're going to be taking part in a competency based interview. Unless your interviewer tells you that this will be the situation in advance, the best thing you can do is ask your recruitment consultant first or contact the company ahead of time, and if all else fails, prepare anyway.

Preparing for a competency based interview means that you can evidence your skills, knowledge, and capabilities without simply restating whatever is written on your CV. At the same time, the research that you'll do to plan answers to competency based questions will give you a better understanding of the company and the role that you're applying for - which is always an excellent way to impress a hiring manager.



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As with any interview process, the outcome you experience will often be dependent on how much effort and time you put into being prepared. The more you work on ensuring that you make the best possible impression on the interviewer - regardless of what type of questions he or she asks you, the more likely you are to nail the experience and get the job you have been working hard towards when the opportunity arises.

Consider asking your friends and family to quiz you on a range of both competencies based and traditional style interview questions, so that you feel confident regardless of what structure you're exposed to when you reach the next step in the hiring process.

The Finally...

Ultimately, competency based interviews require an investment of time and effort from both the company in search of a new expert for their team and the candidate hoping for an opportunity to thrive inside of a new role.

Ready to get going?

About Us

Job Fitts Consultants are a specialist provider of professional Recruitment Services for the Financial Services sector and related suppliers in Australia. For our clients, we recruit a breadth of operational roles at all levels from; HR, Accounting, Marketing and Customer Service/Frontline.

The world of staffing and recruitment is changing. In today's financial marketplace, continuous organisational growth, at a profit, is a critical deliverable. Companies, therefore, want to hire the right employees who are technically capable, enthusiastic and a fit and a match for their culture; efficiently and first time.

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Best wishes

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[BIO – Amrutha L Murali](#)



P.S. We can help you take your Recruitment Strategy to the next level.



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Our Vision

Our purpose is to develop long-term business relationships based on a distilled understanding of our clients' culture and goals and the most important asset, its PEOPLE to create a successful FIT.

What our clients say

Davidson Trahaire Corpsych

Since engaging your services I have been thoroughly impressed with all aspects of your recruitment process. As you know, DTC roles in which I have engaged your assistance provide their challenges in terms of salary, complexity and roster.

I feel as though you really understand the challenges of recruiting for the role and you expertly target the appropriate candidates to ensure a consistently high level of applicant is put forward for me to review.

We have had many successful team members join through your assistance and I look forward to continuing to work with you in the future.

Matthew Purcell,
Contact Centre and Resourcing Manager
Davidson Trahaire Corpsych

CLIPSAL

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Sue O'shea, Customer Care Manager NSW
Clipsal

Teachers Mutual Bank We put you first

We have found JobFitts Consultants to be a most professional service, without the 'hard sell' of many other recruitment agencies. Staff at JobFitts are well connected and have good follow through for all candidate placements.

Marco Sicurella, Senior HR Manager
Teachers Mutual Bank

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My role is GM of Distribution and we use the service of Amrutha for the majority of our distribution staffing requirements. I find Amrutha very well connected within the finance industry and we have enjoyed a high number of successful hires from colleagues that Amrutha has presented to us. I would highly recommend Amrutha's services for anyone looking for high quality applicants within the Finance Industry.

Mark Hudson, General Manager Distribution
Police Bank Ltd.



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