



Interview Mastery

Jeff H. Sipe

May 2, 2022



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Webinar Features and CPE Credit

Q&A

Asking Questions



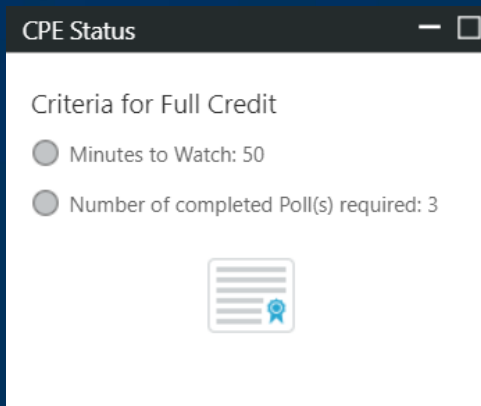
Closed Captioning



Help



CPE Credit



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Moderator

Terry Mormile, CPA, CAE
Director,
International Education & Career Services
IMA



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Featured Presenter

Jeff H. Sipe
Founder & Coach
Practice Interviews



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Jeff Sipe's Biography

- Jeff Sipe has fifteen years of recruiting experience including five years at Google's corporate headquarters in Silicon Valley. Since 2019, he has conducted over 2,000 one-on-one sessions with clients looking to land jobs and get the best offers at the elite tech companies of the world.
- Jeff's recruiting experience, coupled with these sessions, has allowed him to uncover strategies and systems not being utilized by anyone else in the world. Jeff will break down every component of the interview process to help you realize your desired outcome.

Learning Objectives

1. Discover unique research strategies that can increase your understanding of your role within a company.
2. Recognize the importance of building connectivity with your interviewer and managing their attention span.
3. Explain how to utilize the STAR Method when providing responses with specific details during a behavioral interview.
4. Describe the CFAS Method for hypothetical questions, including the benefits of organization and smooth transitions when crafting your answers.
5. Create an effective preparation and practice plan.

Presentation Overview

Subject Areas

1. Research Strategies
2. Interviewer Connectivity
3. Behavioral Questions/Answers
4. Hypothetical Questions/Answers
5. Prep & Practice Plan



Poll Question 1:

What is your current interview status?

- a. Actively interviewing
- b. Considering interviewing in the next year
- c. Not considering interviewing for a new position at this time

Poll Question 1 Results: (Placeholder)

Research Strategies

Key Focus Areas

1. Checklist with Notes
2. The Job Description



Checklist with Notes

Items to Consider

- Personal Research
- Job Description Data
- Strengths Mapping
- P.O.C. (Point of Contact) Information
- Interviewer Feedback (sometimes)



The Job Description

Items to Consider

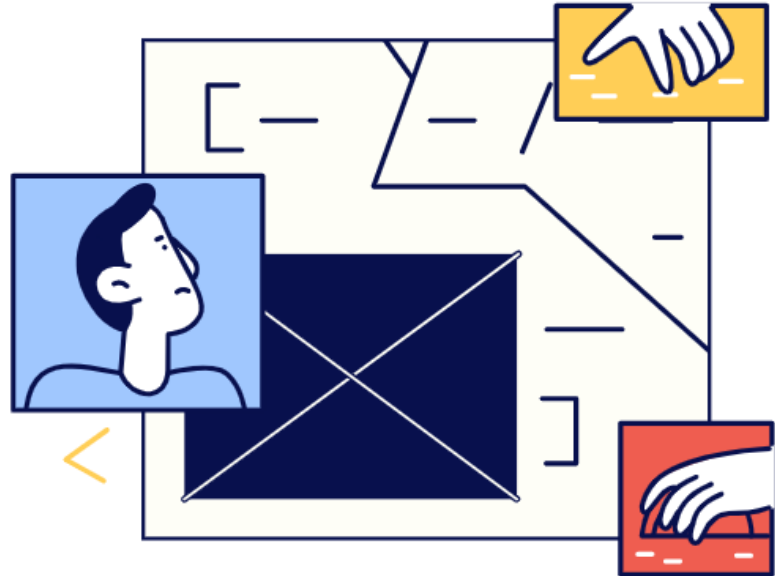
- Overall Themes
- Keywords
- Strengths Mapping
- Sample Question Creation



Interviewer Connectivity

Key Focus Areas

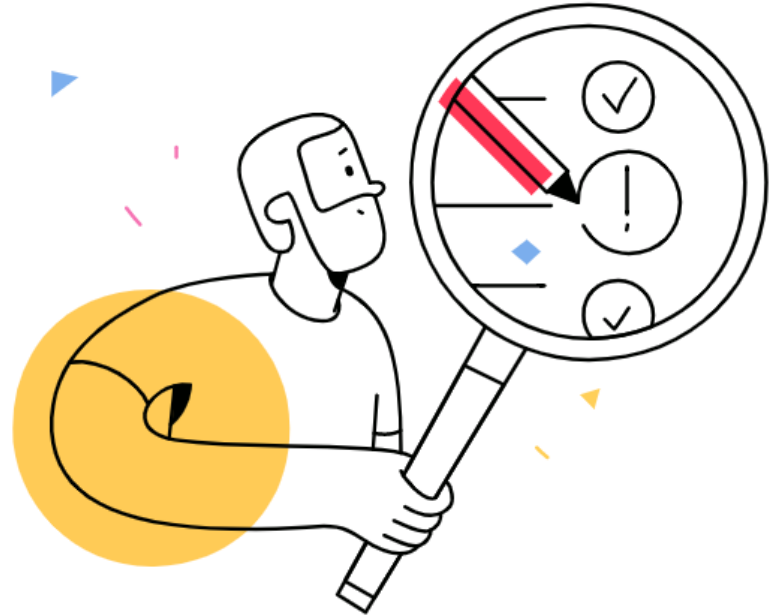
- Awareness
- Pivoting
- Visuals



Behavioral Questions/Answers

Key Focus Areas

- S.O.D. - Structure, Organization, Detail
- Situation & Task
- Actions
- Results
- Learnings (optional)
- Follow Up Questions (optional)



S.O.D. Basics

Items to Consider

- Restating/Clarification
- Taking Time
- Visuals
- Transitions
- Overall Time
- Presentation



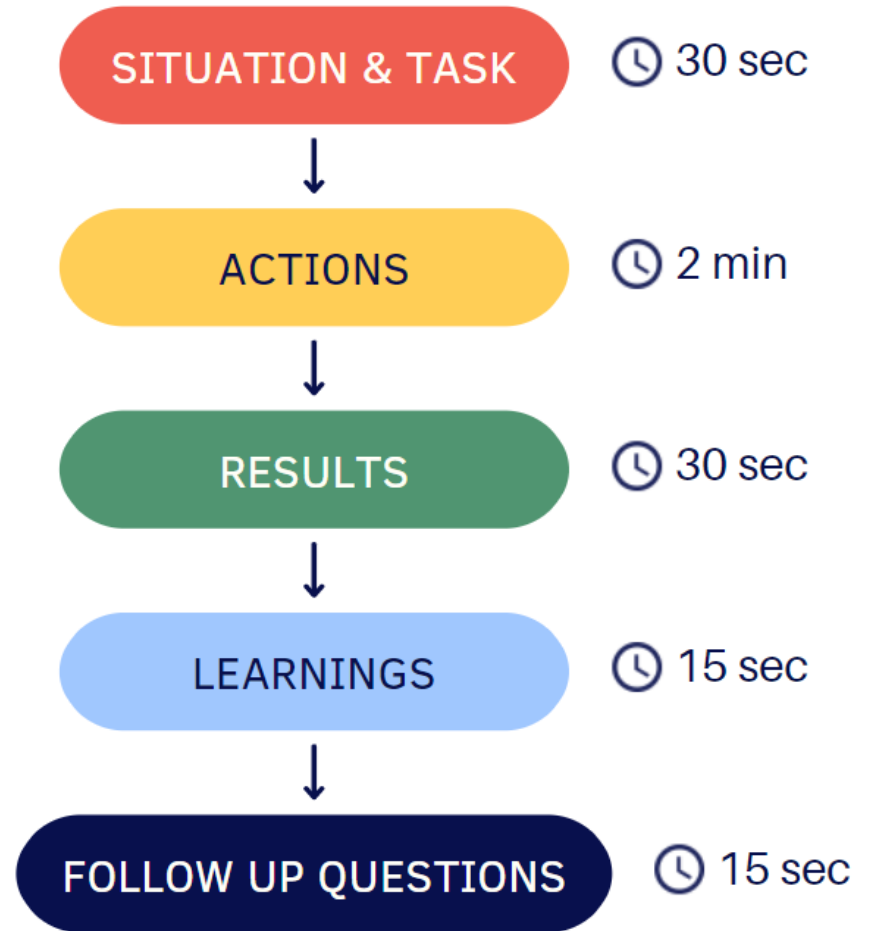
Poll Question 2:

How familiar are you with utilizing the S.T.A.R. Method when answering behavioral questions?

- a. Very familiar
- b. I have heard of it
- c. I have never used this method

Poll Question 2 Results: (Placeholder)

S.T.A.R.L.F. Methodology



Situation & Task

Items to Consider

- State Your Role & Company
- Outline the Relevant Details
- Specify Your Responsibilities & the Timeline



Actions

Items to Consider

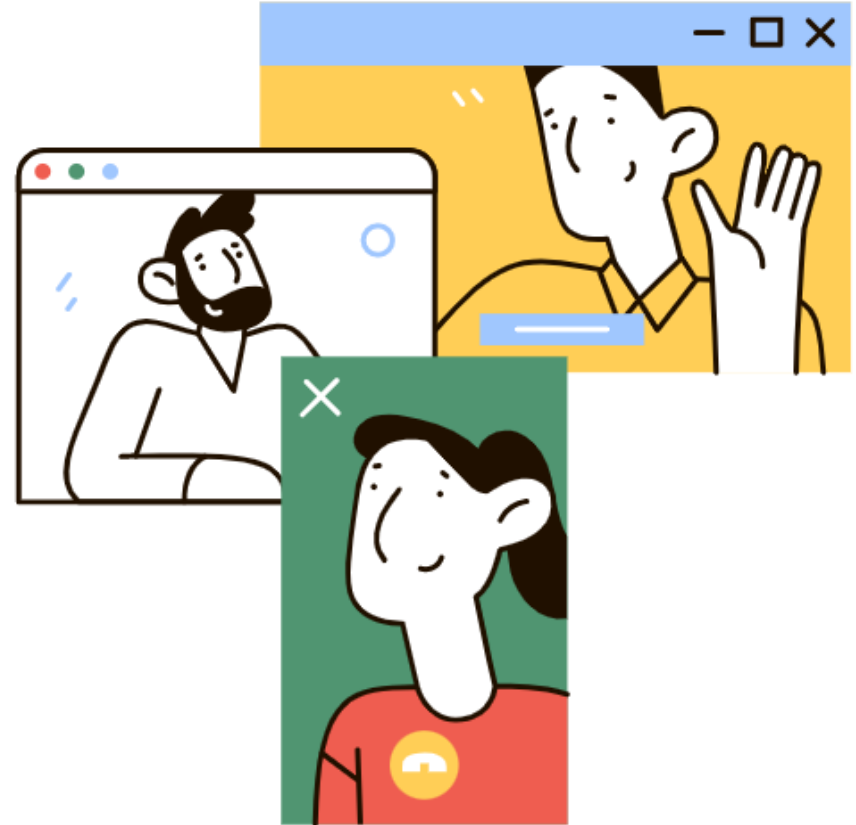
- Outline Your Initial Research, Planning & Conversations
- Describe What You Tested & Executed
- Recount Your Presentation, Launch, & Documentation



Results

Items to Consider

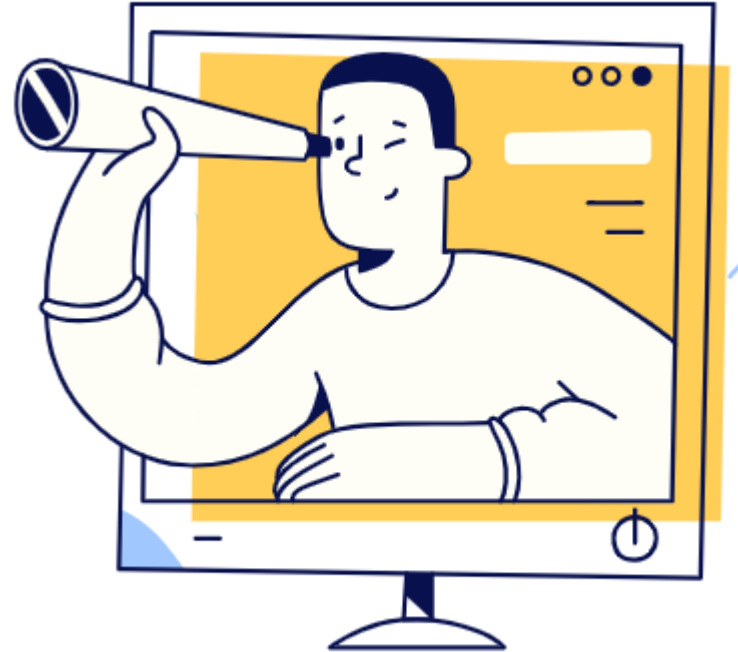
- Correlate Your Results to the Question
- Quantify & Qualify
- Outline the Repeatability



Learnings (optional)

Items to Consider

- Specific, Impactful & Memorable
- Correlates with the Question
- Less is More!



Follow Up Questions (optional)

Items to Consider

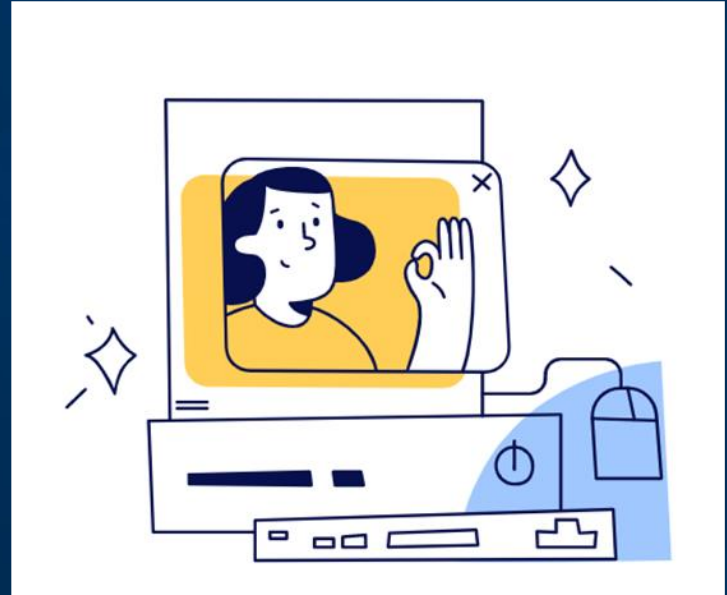
- Expand on Critical, Important & Interesting Topics
- Respond to an Interviewer Reaction
- Specific Questions Only



Hypothetical Questions/Answers

Key Focus Areas

1. S.O.D. - Structure, Organization, Detail
2. Clarify
3. Framework
4. Assumptions
5. Solution(s)
6. Transitions



S.O.D. Basics

Key Focus Areas

- Restating/Clarification
- Taking Time
- Visuals
- Transitions
- Overall Time
- Presentation



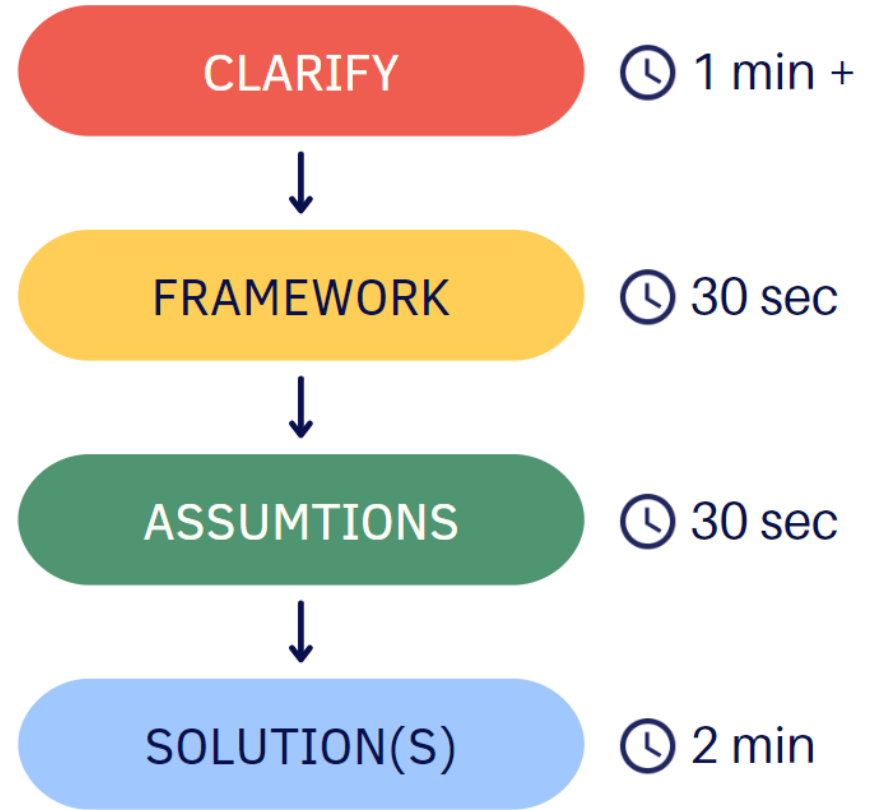
Poll Question 3:

When you are asked hypothetical/open-ended questions in an interview, do you have a specific approach?

- a. Yes, I always use a similar method
- b. Sometimes I use a method
- c. I always wing it!

Poll Question 3 Results: (Placeholder)

C.F.A.S. Methodology



Clarify

Items to Consider

- Identify the Key Ambiguities of the Question
- Ask a Minimum of Three Questions
- Types of Questions:
 - Either/Or
 - Yes/No



Framework

Items to Consider

- Briefly Reveal Three or More Concepts to Focus On
- Concept the Concepts to the Core Question
- Choose One Core Concept for Your First Solution



Assumptions



Items to Consider

- Confirm Any Details Clarified by Your Interviewer
- Speak From the Perspective of Your Role
- Preface Key People, Processes, and or Technologies

Solutions

Items to Consider

- Connect Back to Your Framework Concept and Assumptions
- Detail the Actions You Would Take to Solve the Question
- Define the Potential Path Forward/Success Metrics



Transitions

Items to Consider

- Leading & Guiding
- Space
- Connectivity



Prep & Practice Plan

Key Focus Areas

- Cheat Sheet
- Practice Partner Identification
- Practice Partner Messaging
- Practice Partner Checklist
- Practice!
- Pre-Interview Checklist



Poll Question 4:

Typically, before an interview, I conduct practice interviews with my significant other, friends, a family member, current/former colleagues, etc.

- a. Always
- b. Sometimes
- c. Never

Poll Question 4 Results: (Placeholder)

Resources



- PracticeInterviews.com
 - Interview Coaching
 - Negotiation Coaching
 - Interview Mastery Course
 - \$100 off using IMA code
- youtube.com/jeffhsipe
- linkedin.com/in/jeffhsipe/

Questions and Answers



Jeff Sipe
Founder & Coach
Practice Interviews



Terry Mormile, CPA, CAE
Director,
International Education & Career Services
IMA

Thank You to Our Featured Presenter!

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Final Reminders

► **Complete the Evaluation poll** – 2 options

- On your screen
- Evaluation Survey icon at the bottom of your console

► **Access to your CPE Certificate** – 2 options

- Click the “CPE” icon at the bottom of your console
or
- Click the link in your post-event e-mail

► Please print a copy of the CPE certificate for your records.

► Your CPE credit will be automatically recorded in your transcript.

Thank you!



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