

## QUESTIONS TO ASK THE INTERVIEWER

Interviewers typically give you the opportunity to ask questions at the end of an interview. Make the most of this opportunity - it can be a red flag to employers if you don't ask any questions. The questions you ask will help you gain information to aid in your decision-making process. Your questions should focus on the industry, the organization, and the position.

### INDUSTRY QUESTIONS

- If you were interviewing with a retail company, a good industry question might be: Despite the rise of artificial intelligence (AI) based solutions to reshape the retail workforce, only a handful of traditional brands have been effective at implementing AI strategies to drive business efficiency. In your opinion, is AI the best way to stay relevant? What else can retailers do to adapt?
- If you were interviewing with an automotive company, a good question might be: Product recalls not only affect a company's current revenues, but could also affect its long-term performance by reducing customer confidence. What steps can be taken to reduce the number of recalls, and if recalls do occur, how can customer confidence be restored?
- In what ways has this organization been most successful in terms of products/services over the past several years compared to competitors in (this industry)?
- What challenges and opportunities do you see over the next two years regarding growth in (this industry)?
- What kind of changes do you expect to see in (this industry) over the next two to three years?

### ORGANIZATION QUESTIONS

- If you were interviewing with a publishing company, a good organization question might be: Could you talk about the data metrics that help drive major publishing decisions, such as when to develop an imprint?
- Could you talk about the key data that drives goal setting and strategic planning for (the organization)?
- How would you describe the culture of your organization?
- What has been the professional growth track for other students who have been recruited by your company over the past 3-5 years?
- Does your organization encourage its employees to pursue additional education?
- How do you feel my style will complement the team culture?

### POSITION QUESTIONS

- Describe the rotational training program associated with this position/internship. How is employee performance evaluated during the training period?

- What career paths have others followed after completing the program?
- As an intern, what kind of projects will I receive?
- What characteristics best describe individuals who are successful in this position?
- How is job performance evaluated?
- Describe the three top challenges that I'll face in this job.
- What are the key deliverables and outcomes that this position must achieve?



### INTERVIEWING TIPS

- Arrive 5-10 minutes early. Give yourself plenty of time for travel.
- Map your route, parking, etc. in advance. Have the office phone number on hand in case you need to contact them.
- Turn cell phone OFF (not vibrate).
- Bring a notepad, extra copies of your resume, a copy of your transcript and your project, design, art, or architecture portfolio when appropriate.
- Build rapport with the interviewer(s) in the first five seconds. Greet the interviewer(s) with a smile, firm handshake, and make eye contact.
- Brief silence is OK—if you are stumped by a question, take a moment to collect your thoughts. Asking for clarification (depending on the question) may also buy you some time and/or make it more clear.
- Be prepared with thoughtful questions.
- Close the interview reiterating your interest in the organization and the position. Understand the next steps and the timetable. You may have to ask for this information.
- Ask for a business card in order to follow-up with a thank you note.
- Remember, any interaction with the organization is a part of the decision-making process (information sessions, meeting the recruiter at a tailgate, pre-nights, and talking with greeters, receptionists, or office assistants).