

Define Your Strengths

Every interviewer and interview will be different – so too the questions that are asked – but 9 times out of 10 you'll come across the question "What are your main strengths?"

Being prepared is a vital ingredient to ensure you respond confidently and with conviction.

Confidence is all about knowing what makes you tick and what makes you a valuable individual from an "employable" sense. Conviction is about backing up your claims with sound examples.

Taking the time to define your strengths can be a valuable instrument in your job seeking toolbox! We hope you find this **free worksheet** of benefit 😊

Just remember, there is no right or wrong way in thinking about your strengths and examples – it's as highly individual as you are!

How to use your worksheet:

- To determine your Strengths, analyse what you are good at. Is it communicating with others? Leading teams of people? Showing empathy to a client's situation? Analysing financial data? These are all strengths. Strengths can be defined into two key areas:
 - **Tangible:** Typically relates to your hands-on work skills and / or knowledge.
 - **Intangible:** Typically relates to your personality – the personal attributes which make you the great person you are!

For help on determining your intangible strengths perform a search on the Internet for personality tests. Below are some good sites to get you started (click to visit):

- <http://www.assessment.com>
- www.humanmetrics.com/cgi-win/Jtypes2.asp

- Next step is to provide a strong example which relates to the Strength you have chosen. This should be a situation that you encountered and of which you resolved or managed using the Strength in question. As an example:

Strength: High customer service ethic.

Example: On one occasion, a customer had purchased a toaster one year and two days ago and it was no longer working. Technically her warranty had expired (1 year warranty), but being a regular client I felt there should be more we could do. Rather than have the lady wait, I asked if she had other things she needed to do and would she like to call back in half an hour to see what I could work out. I immediately contacted the rep to assess our chances of a warranty claim. They recognised the circumstances and reflected that they had many claims regarding this particular model and that a replacement would be forthcoming at no cost. When the lady returned, I provided her with a new toaster from the shelf rather than have her wait for the company to send a new one. The customer went away satisfied with the result and 3 days later she came back with her son who purchased \$10,000 of product.

In the example above we are explaining what the problem was, how the person went about fixing it, and what result it yielded for the customer (and ultimately, the employer!).

The above example might seem like a lot to remember for an interview; but bear in mind that YOUR example will be unique to your circumstance and something you have personally experienced. In that instance, remembering is a lot easier! 😊

Have fun defining your Strengths and good luck with your interviews!

1. My Strength is:

Most notably, this has been demonstrated in the following example:

2. My Strength is:

Most notably, this has been demonstrated in the following example:

3. My Strength is:

Most notably, this has been demonstrated in the following example:

4. My Strength is:

Most notably, this has been demonstrated in the following example:

5. My Strength is:

Most notably, this has been demonstrated in the following example:

6. My Strength is:

Most notably, this has been demonstrated in the following example: