

# Module 1: Preparing YOU

## Lesson 2: Defining Your Unique Interviewing Style





# In this training you will learn:

- Why is this important
- Exercise: Defining Your Unique Interviewing Style

## Why is this important?

- There will be many podcast hosts speaking about this topic, but there is only ONE YOU;
- Self-Awareness is a gift;
- Once you're clear about what makes you unique – be intentional and purposeful;
- Be On-Brand and On-Purpose consistently on every podcast.

# Exercise: Defining Your Unique Interviewing Style

- How to do the Exercise;
- Explain each of the Lists and general characteristics of each List, including the key words that stand out for you;
- How you can blend this with everything you are doing to create a unique style and approach – consistently.

# Exercise: Defining Your Unique Interviewing Style

List 1	List 2	List 3	List 4
Direct	Ethusiastic	Passive	Perfectionist
Innovative	Trusting	Steady	Courteous
Decisive	Popular	Predictable	Accurate
Bold	Gregarious	Relaxed	Mature
Forceful	Influential	Understanding	Evasive
Quick	Charming	Mild	Conscientious
Inquisitive	Confident	Friendly	Fact-Finder
Demanding	Open-Minded	Systematic	Precise
Impatient	Persuasive	Deliberate	Restrained
Risk Taker	Convincing	Good Listener	Diplomatic
Self-Starter	Inspiring	Sincere	High Standards
Goal Oriented	Impulsive	Team Player	Patient
Adventuresome	Talkative	Patient	Systematic
Strong Willed	Personable	Stable	Analytical
Competitive	Optimistic		Methodical
Blunt	Poised		Conventional
Daring	Expressive		Sensitive
Responsible	Sociable		Exacting
Strong Ego Strength	Generous		
Persistent	Good Mixer		
List 1 Total:	List 2 Total:	List 3 Total:	List 4 Total:



# Your Turn: Defining YOUR Unique Interviewing Style

- Turn to Table 2 in your Workbook to define your unique interviewing style;
- Press pause; Complete the exercise;
- Then come back to watch the rest of the training.

# Explain: List 1

If List 1 had a higher score for you then this is an overview of an interview style that may suit you best and that you can leverage and make your own, alongside your unique characteristics and strengths:

- You're not afraid to ask the hard questions.
- *You're able to take charge of the conversation, which will probably be fast in pace and straight to the point.*
- You enjoy a challenge, so go deep with your guest, exploring new and exciting avenues to your topic, and contribute your ideas and viewpoints as you go.

# Explain: List 1

Note: If you scored really high for this list (and low on the other lists), be mindful that you don't interrupt the guest or jump to their next response too often, especially if the guest is speaks slowly (or more slowly than you).

Slow down your pace to suit theirs and then manage their responses by pre-framing the sentence.

- Example: 'Sally, in one sentence, how would you describe [such and such].'



## Explain: List 2

If List 2 had a higher score for you then this is an overview of an interview style that may suit you best and that you can leverage and make your own, alongside your unique characteristics and strengths:

- Your expressive and outgoing personality will no doubt delight your guest and audience, and by harnessing your personable nature, you'll make your guest feel at ease.
- If you scored high in this column, you love to interact with your guest and will contribute to the conversation with enthusiasm.

## Explain: List 2

- When at your best, you can and often will exude and elicit trust and confidence of your guest and in turn, your audience.

Note: If you scored really high for this list (and low on the other lists) be mindful to follow your show notes to keep you on topic and to a time frame.

Otherwise, you may just find yourself chatting endlessly for hours, about where-ever the conversation leads you.

Also, we know you love to speak – ensure you give the guest ample time to share the microphone ;-)

## Explain: List 3

If List 3 had a higher score for you then this is an overview of an interview style that may suit you best and that you can leverage and make your own, alongside your unique characteristics and strengths:

- You are a patient, easy going and relaxed person, which will be great to ease your guest should they be anxious an/or nervous.
- Your empathy and ability to listen to your guest will no doubt be appreciated.

## Explain: List 3

- Because you like to finish what you start and follow a tried and trusted structure, make sure your guest knows what to expect and can follow your lead.

Note: if you scored high in this column (and low on other lists) if you have a talkative (or abrupt) guest, you **MUST** give yourself permission to jump in and direct the guest back to the conversation. This may be difficult for you as you don't want to seem rude.

Ensure you let your guest know that you may do this to keep the conversation moving, so they know what to expect.

## Explain: List 4

If List 4 had a higher score for you then this is an overview of an interview style that may suit you best and that you can leverage and make your own, alongside your unique characteristics and strengths:

- You like to maintain high standards and like things in the right order, so following your show notes and questions (which you have most likely pre-determined) is important for you. Ensure your guest is aware of how the interview will be conducted and what to expect.
- You're not really one for chitchat and will most likely dive straight into the conversation.

## Explain: List 4

- You have a direct, questioning and clarifying style and will appreciate your guest being able to back up their claims with relevant data and case studies.

Again, ensure your guest is aware of this and therefore help them prepare and have ready the relevant information.

## Explain: List 4

Note: if you scored high in this column (and low on other lists) then be mindful that not everyone is as focused on accuracy as you are.

Also, they may not stick to the topic at hand. You will have to become comfortable with the uncomfortable, and give yourself permission to interrupt the guest and get them back on track if and when needed.

To overcome any potential issues, make sure you have everything in place with your Guest Profile and other documentation needed to help the guest prepare, in place so they know exactly what they need to provide you and how the interview will be conducted, so they know what to expect.