

The Interview Prep Game Plan for Educational Leaders

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Our Focus



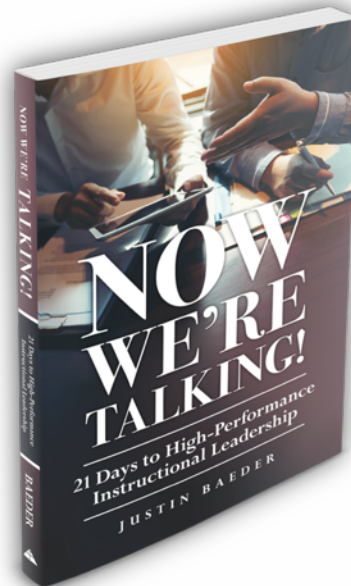
In this training, you'll learn how to prepare for your next job interview—whether it's tomorrow, next week, or next year.

What We'll Explore

- How to prepare stories and examples to make your responses more authentic and persuasive
- The training regimen that'll prepare you to answer every question they'll throw at you—even questions you've never practiced
- The ideal length of time for an answer (practice this, and you'll be able to adjust for shorter interviews)
- Why you should NOT rely on nonverbal feedback from the interview team—and how to avoid cutting yourself off too soon
- How to get the interview team to envision you in the role, even if it would be a big promotion
- The "game day" routine you can follow to ensure peak performance



Welcome!



AS FEATURED BY



EDUCATION WEEK

Principal



Introductions

- What's your current role?
- What kind of job are you looking for?
- Any interviews coming up?





Think Like An Athlete



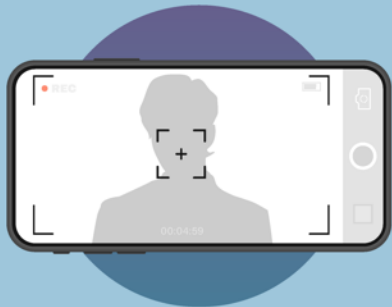
- The interview process is a tournament-style competition—not like dating or choosing a college
- You will never face your competitors directly, but make no mistake—you must beat them at the game to win
- Two key elements:
 1. Strategy
 2. Training

Victory, Not Victimhood

- You are a competitor, not the victim of forces you don't control
- This isn't about being chosen because you're worthy...
- It's about winning because you outclass the competition

Are you ready to compete?





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VIDEO INTERVIEW PRACTICE





Ready State

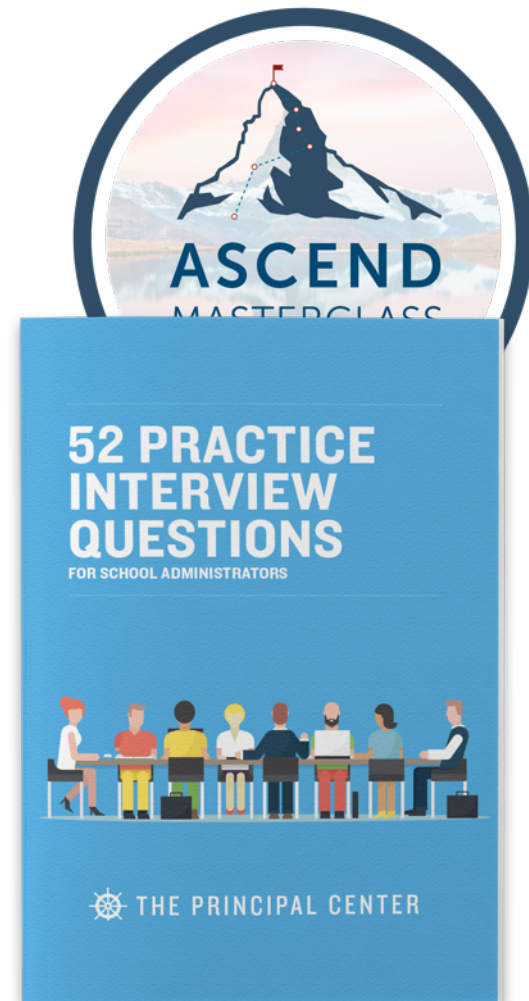
How to know when you're prepared



The Ready State

- Answers drafted to all 52 practice interview questions
- Able to speak for ~5 minutes on each
- Confident on video
- 5-10 stories rehearsed & ready

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Bad Advice



“Just be yourself!”

Dimensions of Readiness

- Nerves
- Demeanor
- Substance

All of these depend on practice.



Your Tight Five



Your Tight Five

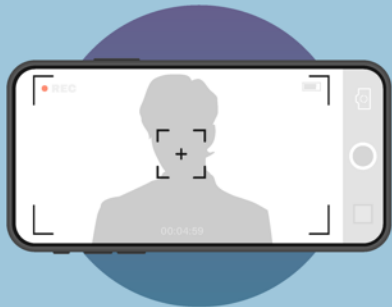
- Rehearse 5-minute answers
- Internalize how long 5 minutes feels
- Work in a 1-minute story/example
- Surpass competition in depth/detail
- Easily adjust length as needed





5 Minutes No Matter What

- Use all of the time you're given
- Do NOT rely on nonverbal feedback from the interview team
- Don't psych yourself out—usually any “feedback” is unintentional



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VIDEO INTERVIEW PRACTICE



Video Interview Practice

- Choose a category
- Choose a question
- Record your 5-minute answer
- Watch the replay
- Refresh/delete/repeat



No Shortcuts



Understanding the rules of the
game and the nature of the challenge is
essential...

...but even then, you have to do the work.

Deal?




The Core Practice Regimen

How to get yourself ready to ace every interview



How To Practice A Question

- Write out bullet points
- Identify a story to use
- Practice on video
- Watch the video
- Add to your notes
- Repeat



YOUR ENTRY PLAN
CREATING CONFIDENCE

WHAT WOULD YOU DO TO ENSURE A SUCCESSFUL START TO THE SCHOOL YEAR?

The Rule of 3: Structuring Your Responses

- Beginning, middle, and end of a story
- Students, staff, and parents' needs
- Steps—first, second, third
- A 3-pronged solution to a problem
- 3 core values
- 3 priorities in your first 90 days



Everybody Hates Video Practice

- Sound of own voice
- Facial expressions
- Time-consuming
- Boring



Athletes Watch Their Footage



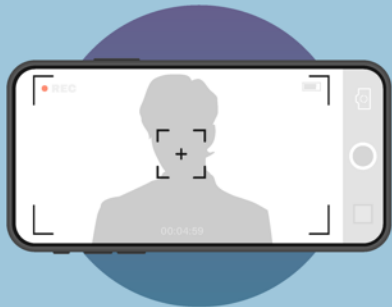


What To Look For

- Overall argument coherence
- Getting in all the key points
- Telling just the right amount of story
- Conveying the right emotion
- Nonverbals

Facial Expressions





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VIDEO INTERVIEW PRACTICE





Using Stories in Interviews

Prep your portfolio of illustrations and examples





Identify 5-10 Stories

- Conflicts or problems you resolved
- Students/parents you made a difference for
- Situations that gave you insight/taught you a lesson
- Turning points in your career
- Moments you'll never forget/why you do this work
- Accomplishments



One Story, Many Applications

- You don't need a separate story for every question
- 5-10 questions should cover almost any question
- You **MUST** practice them beforehand



Outline & Refine The Story

- Key facts to make it comprehensible
- Main insights/takeaways
(avoid “that’s why I’m so great”)
- Edit down to ~1 minute so it fits in a 5-minute response



Remove Distracting Emotions

- Your story should transport the interview team into the moment so they feel the right emotions...
- ...but every story has irrelevant, distracting emotions
- Keep only the “main point” emotions
- Eliminate any extreme, inappropriate, traumatic, hateful, or upsetting details that will be distracting



Next-Level Language

How to get them to envision you in the role



Get Them To Envision You
In The Role



The ***verb tenses*** you
use can make all the difference in
whether the interview team can
envision you in the role

Verb Tenses To Avoid



- “If you hire me...”
- “When you hire me...”

Verb Tenses To Avoid



- “If you hire me...” ← WEAK
- “When you hire me...” ← PRESUMPTUOUS



“But I’ve Never Been A...”

Especially if the job would be a promotion rather than a lateral move, it’s critical to position yourself as ready for the role with carefully chosen language:

- “As principal, one of my most important commitments is to...”
- “I believe that as principal, I’m responsible for...”

You’re not saying you’ve already served in this role. You’re showing that you understand the role by offering useful insights and expressing your beliefs about it.

Other Useful Language

- “One of my first priorities on the job is to...”
- “I believe the principalship is a role in which...”
- “I believe the leader’s responsibility is to...”
- “I believe it’s crucial for leaders to...”
- “It’s part of the job for superintendents to...”
- “It’s important for anyone stepping into the role to...”
- “I’m committed to...”
- “One of my core beliefs is that as principal, it’s my duty to...”





Using The Time You Have

How to prep in the short, medium, and long-term

Short-Term Prep

If you have an interview in the next few days:

- Practice the “tell us about yourself” question
- Practice general questions with 5-minute answers
- Practice high-likelihood questions for the role
- Practice 2-3 stories





Medium-Term Prep

If you expect interviews in the next few weeks:

- Mine your experience for 5-10 stories
- Write out bullet-point answers to all 52 questions
- Members: fill out Ascend Leadership Journal & use VIP—
Video Interview Practice

Ascend Leadership Journal





Long-Term Prep

If you're planning further ahead:

- Good for you!
- Mine your experience for 5-10 stories
- Write out bullet-point answers to all 52 questions
- Practice each question on video multiple times
- Members: fill out Ascend Leadership Journal & use VIP
- Ask your references what you should learn & what experience you should gain



Game Day

Your routine for success





Game Day Routine

- Take the day off if possible
- Conserve your mental energy—avoid conflict, small decisions, & heavy work
- Plan your route & outfit the night before
- Normal hydration & caffeination
- EAT FOOD



Getting More At-Bats

Winning the numbers game

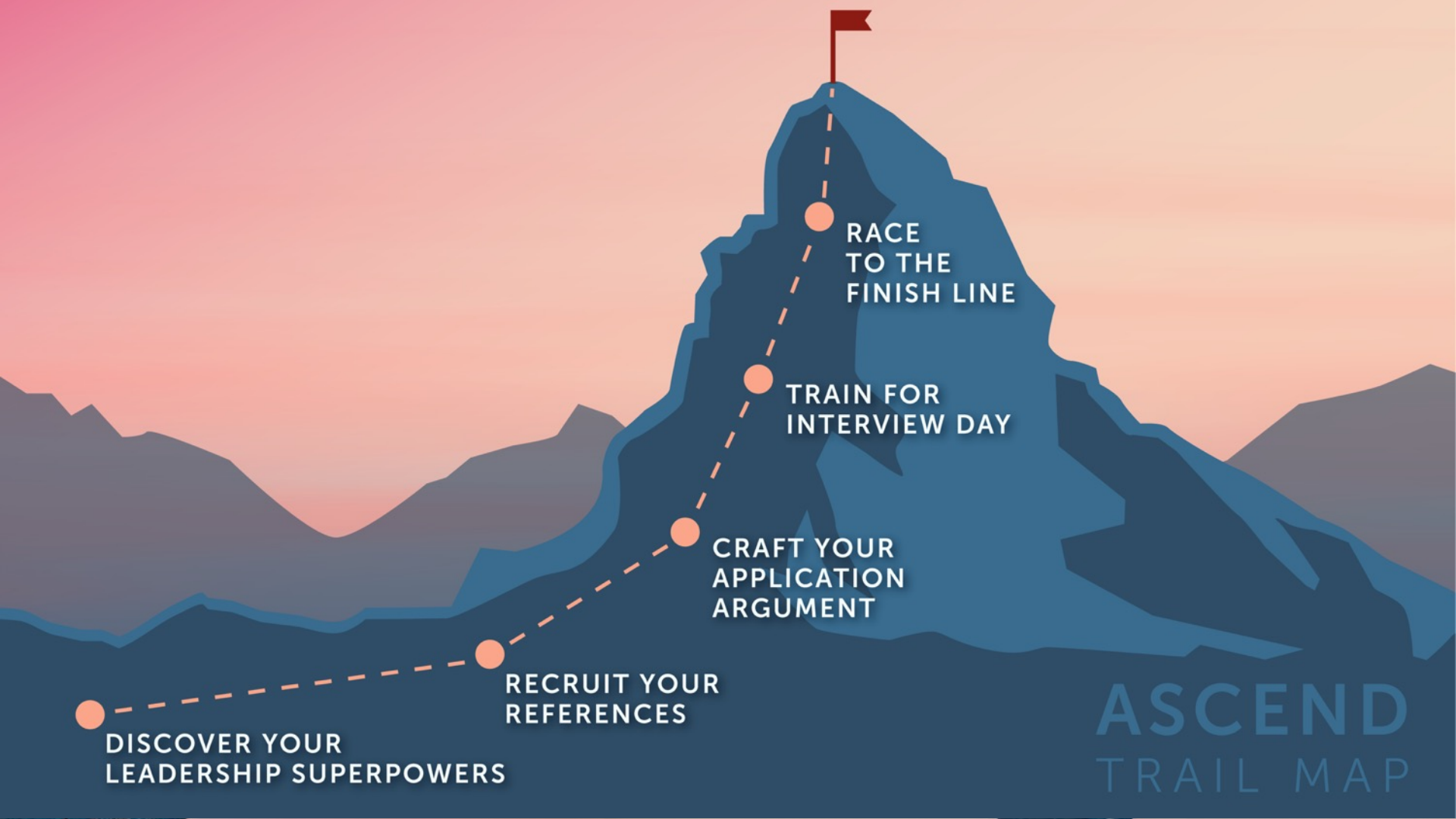
More At-Bats



One Shot vs. Many

- Preparing WILL improve your odds in a single interview
- Overall, the biggest opportunity is in applying for more jobs and getting more interviews
- Each interview gives you practice, but shouldn't be your only practice





RACE
TO THE
FINISH LINE

TRAIN FOR
INTERVIEW DAY

CRAFT YOUR
APPLICATION
ARGUMENT

RECRUIT YOUR
REFERENCES

DISCOVER YOUR
LEADERSHIP SUPERPOWERS

ASCEND
TRAIL MAP

Where Am I Stuck?

- Not sure what makes me stand out
- Not using my network
- Not making a good argument that I deserve an interview
- Not beating the competition in interviews
- Not applying for enough jobs
- Giving up



Where Am I Stuck?

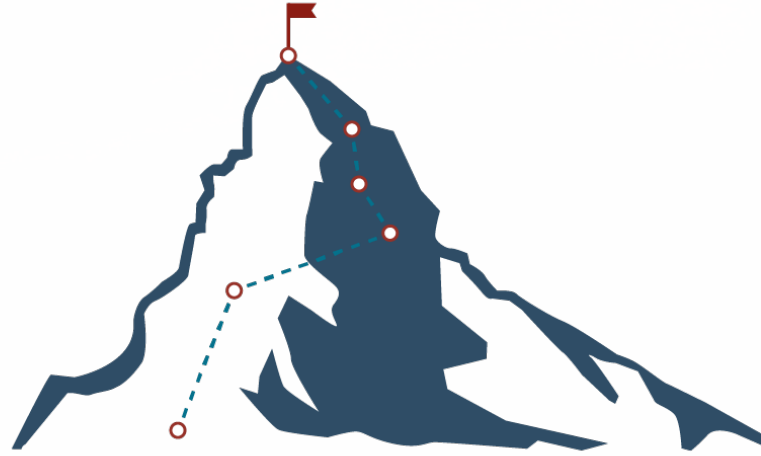


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Your Application Argument

- Cover letter
- Résumé
- Recommendation letters
- Other application requirements, e.g. questions





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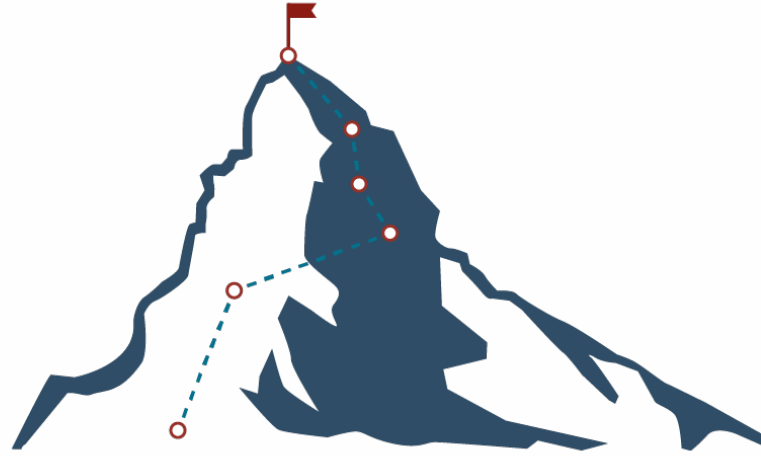
JOB SEARCH STARTER PACK

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Starter Pack \$19

- Résumé & Cover Letter Templates
- Trail Map Tracker
- Job Search Diagnostic
- Recording of this training—Interview Prep Game Plan
- How To Write Accomplishment Bullets For Your Résumé
- The Experience Matrix™ Résumé Blueprint PDF guide
- How To Craft Your "Perfect Fit" Cover Letter To Get More Interviews Training + 150-slide PDF
- Ascend Leadership Journal
- Entry Plan training + template
- 14-day Instructional Leadership Association trial
 - Cover Letter Generator
 - Video Interview Practice





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JOB SEARCH STARTER PACK

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Q&A



How should I answer questions about my experience with the budget process if I don't have specific experience with it?

Q&A



How can I quickly build trust & rapport
with the interview team?

Q&A



When do districts typically start the hiring process for administrative positions?

Q&A



How can I overcome my lack of experience in the role when I'm competing against applicants who are already in the position?

Thank You!



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