

*Step
up*

*to
stand
out*

Your
Personal
Brand

PwC @ UCSB

Amp up Your Interview!



pwc

Welcome & Introductions

Objectives

Recognize importance of preparation, storytelling, and professional presence as part of interviewing



Review types of interviewing questions



Review interviewing tips and tricks

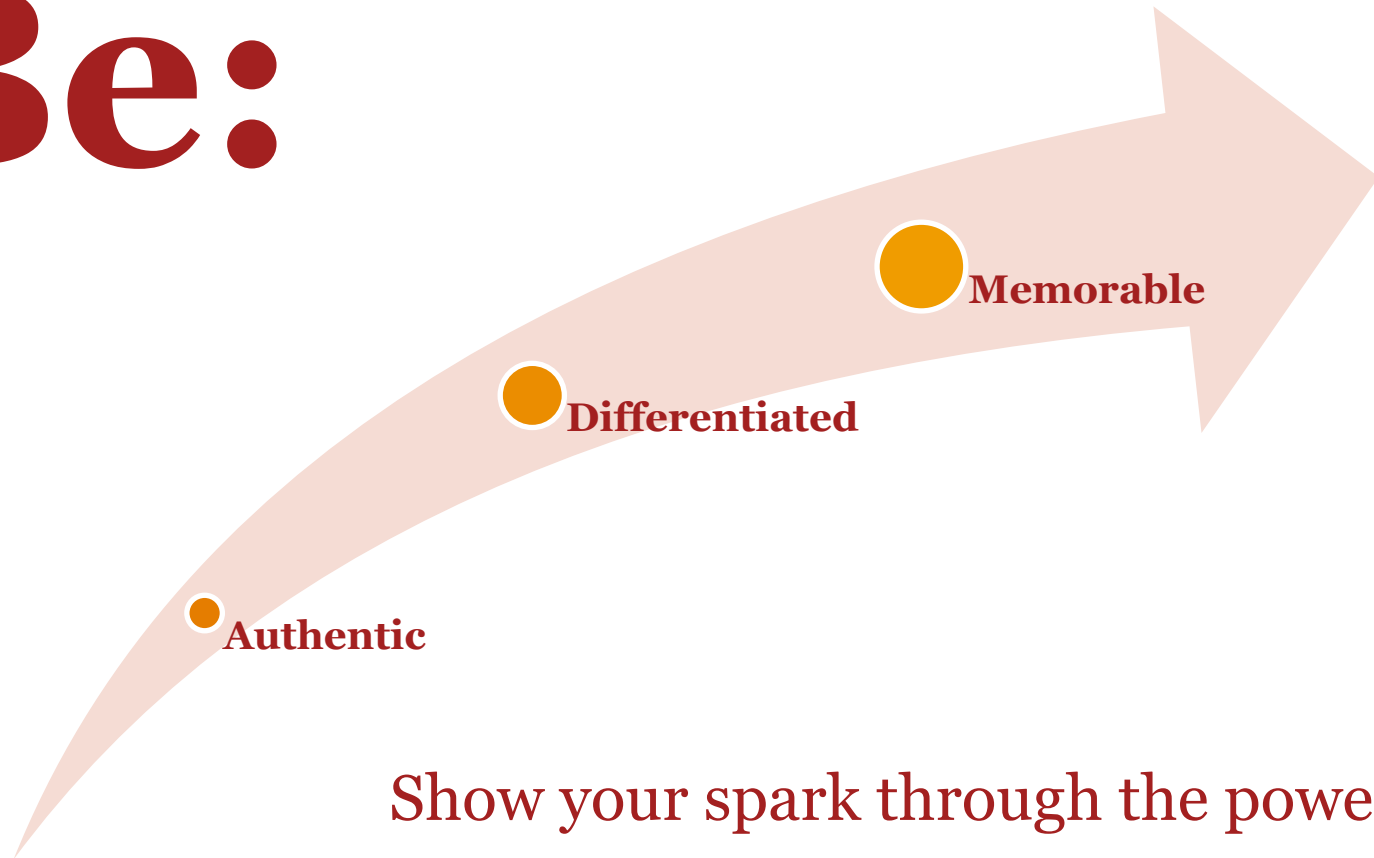
The Power of Preparation

How do you prepare for an interview?

1. Know the company and the job – research and network!
2. Know yourself – analyze your strengths & weaknesses
3. Know your qualifications and how to market them – why should you be hired?
4. Rehearse the “story” you’ll tell
5. Prepare your clothing, grooming and accessories (pen, pad, resume)

Building Your Story

Be:



Show your spark through the power of story.

Professional Presence

The interview BEFORE the interview. . .

What is professional presence?

Professional presence is comprised of. . .

Attire

Demeanor

Eye contact

Handshake

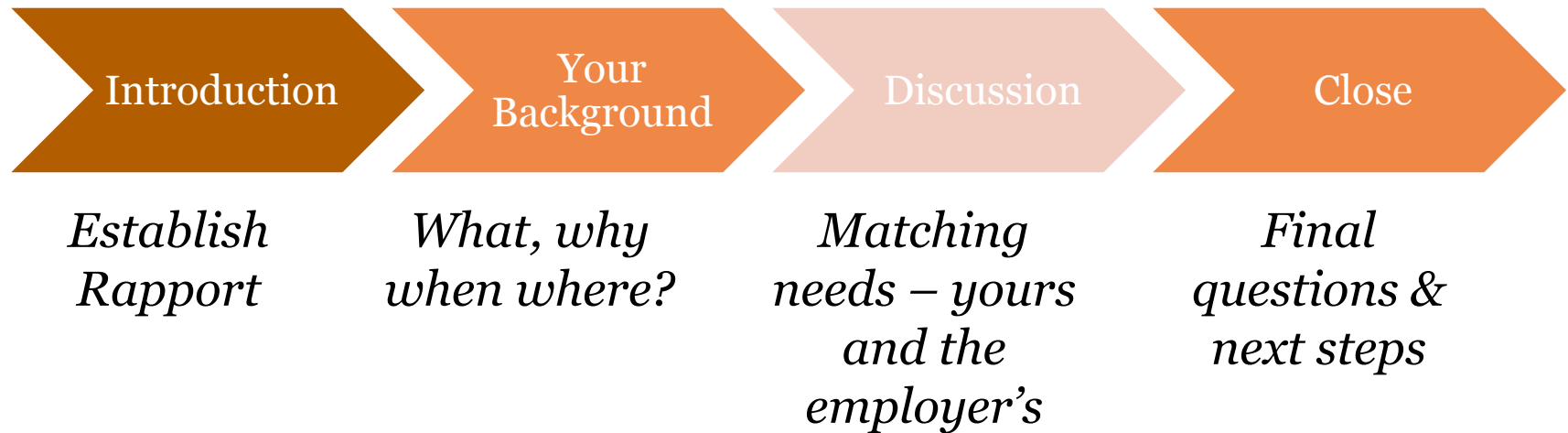
Confidence

Poise



Interviewing Questions

Parts of an Interview



Tips

Tips

Tip 1:

First impressions matter

Your interview starts when you walk in the door. Don't let little things like attire or body language sink your ship before you even open your mouth.

Tip 2:

Storytelling works

Don't regurgitate facts that are on your resume. Use the power of personal stories to convey the essence of who you are and what's important to you. It's easier to be enthusiastic when you're telling a story versus just restating facts.

Tip 3:

End with a bang

Make sure you're authentic and memorable. *Step up to stand out!*

Questions?

PwC @ UCSB

Download the PwC UCSB App!

Home Page

Verizon 1:56 PM 84%

Event Guide

PwC Recruiting
University of California - Santa Barbara

PwC Events Map PwC Representati...
UCSB Recruiting Co... Application Info FAQs

There are no more activities in your schedule.

Built with CrowdCompass by Event

Events

Verizon 3G 2:46 PM 73%

Session

Thu, October 16, 5:30 PM - 7:00 PM

pwc
Accounting Association Big 4 Recruiters Panel
UCSB Campus - North Hall
0 check-ins [Add to Schedule](#)
Based on 0 ratings

Photos
No Photos have been added yet.

Professionals

Verizon 3G 2:26 PM 77%

Bio

Rachel Kopec
Campus Recruiting Senior Associate

Bio
Rachel Kopec is a Campus Recruiting Senior Associate at PwC and leads campus recruiting efforts at UCSB.

email rachel.l.kopec@us.pwc.com

Challenge – PwC’s Case Competition!

What: The case competition models real-world business scenarios focusing on the strategic issues currently being faced by companies all over the world.

Why: Prizes, networking, developing business skills, and PRIZES!

Who: Freshmen & Sophomores

When: Pre-Registration – October 17th

Rally Event – October 22nd

Competition & Social – November 5th

How: <http://goo.gl/forms/NoSPmc8sSv> OR

Reach out to our UCSB Challenge Project Leader

Melanie Cortez – melanie.cortez@pwc.com

Thank You!