

A grayscale photograph of two men in a professional setting. The man on the left is wearing a suit and holding a white folder or document, looking towards the man on the right. The man on the right is wearing a dark polo shirt and looking back at the first man. They appear to be in a meeting or interview. The background shows a wall with some framed pictures or posters.

## Preparing for an Interview: CM at Risk & Designers

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- **Know the Owner**
- **What are the Owner's hot buttons**
- **Who is on the interview panel**
- **Play by the rules**

- **Respect the time limits**
- **Who to bring and why**
- **Interview style**
- **Tell something new**

- **No “bait and switch”**
- **Do not read the slides**
- **Know your competition**
- **Inclusive team - MWBE**

- **Perils of proposing solutions**
- **Humor seldom works**
- **Dress can be important**
- **Do not apologize**

- **Ask for the project!**
- **If not selected, request a debrief**

# Strategy and Organization

- What are the “hot buttons”?
- Have a compelling message
- Answer the “so what” question
- Do not work backwards from the graphics

Designer

# Presentation Nuts and Bolts

- See the room – layout/av
- Adhere to prescribed format
- Rehearse
- Demonstrate confidence; be engaged
- Dress appropriately

Designer



# Debrief

- Listen
- Learn
- Express appreciation

Designer

# Summary

- Know the Prospect and their issues
- Address their issues, not your portfolio
- Strive to make the personal connection – chemistry counts
- Demonstrate desire to work with the Prospect
- If not successful – learn from it!

Designer



Questions?