

INTERVIEWS: KNOWING YOURSELF

What is a Strength?

A strength is something you are:

Naturally
good at

Comfortable
doing

Confident
using

Able to show
through real
examples

Examples include:

Teamwork

Listening

Problem solving

Positive attitude

Planning

Speaking

Creativity

Adapting

Willingness to learn

Leadership

Think about it like this...

A strength is not just what you **SAY**



It's what you can **PROVE**

Common Mistakes

Lots of people say:



"I'm a hard
worker"



"I'm good at
teamwork"

...but they don't explain it further!

WHAT DO EMPLOYERS WANT INSTEAD?

They're looking for:

Real examples

Clear situations

Evidence of
your behaviour

Always give an example.

BONUS:

Use the **STAR** Method technique when structuring your answers.



**QUICK
TIPS**

SITUATION



What was happening?

TASK



What was your role?

ACTION



What did you do?

RESULT



What was the outcome?

REMEMBER:

Everyone has strengths.

The difference is knowing how to best explain them.

**QUICK
TIPS**

Turn Weaknesses Into Strengths

Why do employers ask about weaknesses?

They are **NOT** trying to catch you out.

Instead, they want to see:



Self-awareness



Honesty



Willingness to improve



Growth mindset



- "What is your biggest weakness?"
- "What would you say is an area you need to improve on?"
- "What skill are you currently developing?"

Common Mistakes:

**"I don't have any
weaknesses"**

**Choosing a weakness
that's critical to the job**

Not showing improvement

**Giving a vague answer like:
"I don't really know"**

What does a good answer look like?

A strong answer has 3 parts:

1

The Weakness:

Be honest about a genuine weakness, while keeping it professional and appropriate for the role.

2

What You Are Doing About It:

Show that you recognise this as an area for development and describe the steps you're taking to improve.

3

The Improvement:

End it on a positive note. Explain the changes you've made and the positive results you've started to see.

Weakness → Action → Improvement

Example: "One area I've been developing is my confidence with public speaking. I sometimes find presenting to larger groups challenging, as nerves can affect how clearly I communicate my ideas."

To improve this, I've made a conscious effort to take part in more presentations and spend extra time preparing beforehand. This has helped me become more confident and composed when speaking in front of others, and I've noticed a real improvement in how effectively I communicate my ideas."

REMEMBER:

Employers don't expect you to be perfect. They expect you to be improving.

QUICK
TIPS

Transferable Skills

You don't learn a transferable skill from just one place. You build them through all of your different experiences. This includes:

School

College

Sports

Hobbies

Post 16 Providers

Life experiences

Part-time jobs

In simple terms:

Transferable skills = skills you take with you wherever you go

Common Mistake:



"I've never had a job, so I have no skills"

The Reality

Skills aren't only learnt in the workplace

Apprenticeships are built on potential

Employers expect you to show them

All of your experiences have taught you new skills

