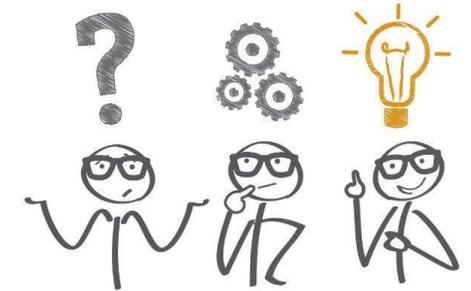




The P.A.R approach to answering interview questions.



What is P.A.R?

PROBLEM – ACTION – RESULT

P.A.R is an answering technique to use at interviews.

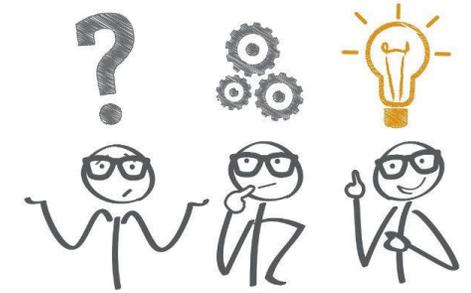
It helps you to do a number of things prior to attending the interview and be prepared and ready to answer those questions.

You also might not realise but it is also giving the interviewer an insight into what sort of person you are.

If you plan your answers to anticipated questions then it will help you in the interview. You will be more focused and will not lead to waffling. Some candidates actually talk too much and talk themselves out of a job.

When you talk too much at an interview then there is a danger you are not listening and will talk over the interviewer.

An interview is not reality. It is a situation that you have to go through to get the job. Both interviewer and interviewee are nervous. Best way to manage nerves is be 100% prepared.



What is P.A.R?

PROBLEM – ACTION – RESULT

Preparation is key to this. Put in the work to make sure you have compelling answers to anticipated questions.

Start with writing down all the details that you can remember. You can use these in all the interviews you have.

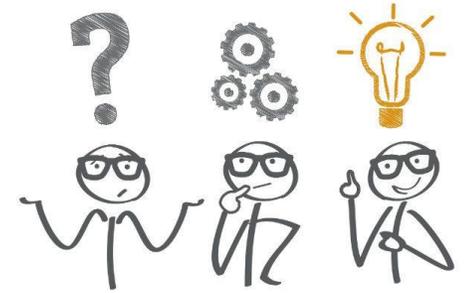
You will modify these to tell the story that fits whatever the interviewer is asking.

What you are trying to achieve is to make a visual story that will create impact.

You need to know these inside out. In an interview and the pressure you may find yourself under, you will be able to recall the details and have the confidence to answer the question with excellent results.

It is worthwhile **clarifying** that the answer you gave “hit the spot” and ask whether another example is needed.

If you have 4 or 5 compelling PAR responses, more if you can, you should be well equipped to give the best answer.



What is P.A.R?

PROBLEM – ACTION – RESULT

So, in answering questions, what does P.A.R mean?

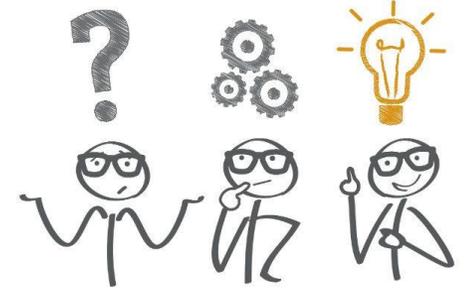
PROBLEM:

Clearly outline what was going on in the company that needed to be addressed. This is the problem that arose.

It could be something you identified or your manager asked you to solve.

It is something that happened in your past career and you are familiar with. You can call on examples that you prepared.

You don't need war and peace. The last thing you want to do is waffle. So understand the problem and how you will talk about it. Be clear and concise so the interviewer understands.



What is P.A.R?

PROBLEM – ACTION – RESULT

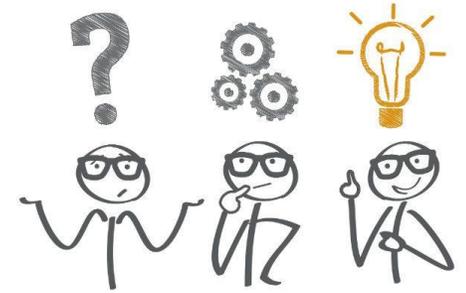
So, in answering questions, what does P.A.R mean?

ACTION:

What did you do that solved or affected the problem?

Here you can talk about things such as who you worked with, the costs involved, the challenges you overcome, the time it took, the systems or processes you put in place.

Again be clear and concise, you don't want to waffle.



What is P.A.R?

PROBLEM – ACTION – RESULT

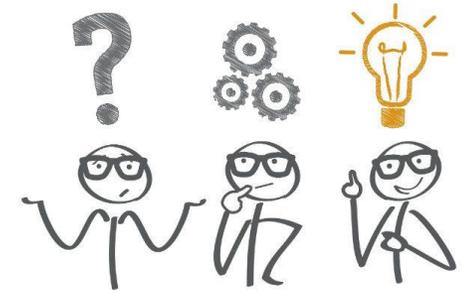
So, in answering questions, what does P.A.R mean?

RESULT:

So you've identified the problem, you've talked about what you did, but what was the outcome and impact on the company?

Here you demonstrate that your actions increased revenue, it could have made a cost saving, perhaps it saved time or it increased efficiency in the work place. There are many scenarios and they will be personal to you.

Answering questions with real life answers that are quantifiable will set you apart from your competition.



What is P.A.R?

PROBLEM – ACTION – RESULT

Use P.A.R when you are answering behavioural questions. They will be along these lines:

“Describe a time when you took initiative on something that you weren’t assigned?”

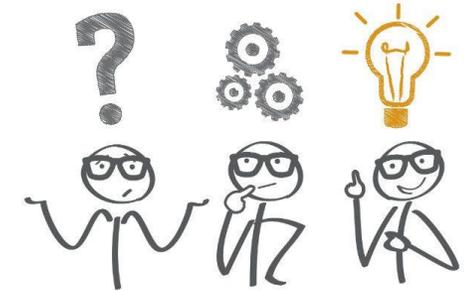
“What was one of the most difficult decisions you have had to make?”

“Tell me about a time when you had to sway an opinion?”

“Explain when you saw a potential problem and what was the solution that you came up with?”

“Give me an example of how you resolved a dispute with a line manager or team member?”

As a candidate you have to listen and think, as these questions will be worded differently. Ultimately they will allow you to give your planned P.A.R answers, they are all the same.



What is P.A.R?

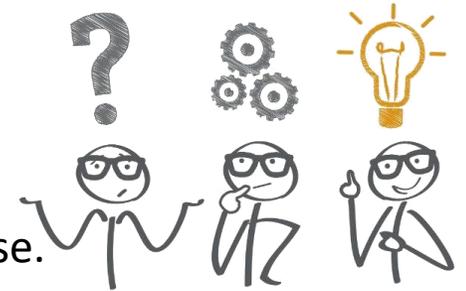
What does a good planned P.A.R answer look like?:

Interviewer – “Give me an example when you had to enter a new market?”

“Whilst I was at **Company**, I had to launch a new product into the **Industry** market, we had little to no market share. I was given 10 months and a budget of £50,000. Firstly I mapped out the milestone dates using **software** and then began working with the product and marketing teams to understand the market place and target customers. Then....(next steps taken). As a team we launched in 9 months and came in under budget at £40,000 through strong negotiations with suppliers, packaging and distribution partners. In the first year, sales reached £950,000.”

The **yellow** are for where you worked, markets you were in, maybe software you used. It may be a requirement that the company have a specific software they use and you are demonstrating your capabilities.

It could be they want to move into a specific market or industry. It could be anything, you just have to plan and know what the job role functions are so your answers reflect this and are relevant.



What is P.A.R?

The answer should be around 2 minutes long. We don't want to waffle as we want to be concise.

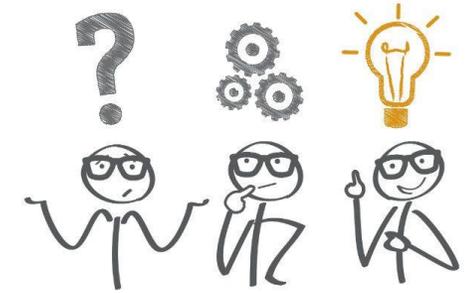
Answers could be planned around working with a team, how you negotiate, how you solve problems or employee disputes, how you managed a project, how you launched a product or campaign, how you instigated change or a process?

All you need to do is frame the story in a way that answers the question and highlight the parts within, that really drives your story home.

Have you demonstrated P.A.R?

“Whilst I was at Company, I had to launch a new product into the Industry market, we had little to no market share. I was given 10 months and a budget of £50,000. Firstly I mapped out the milestone dates using software and then began working with the product and marketing teams to understand the market place and target customers. Then...(next steps taken). As a team we launched in 9 months and came in under budget at £40,000 through strong negotiations with suppliers, packaging and distribution partners. In the first year sales reached £950,000.”

When speaking clearly the above lasts about 28 seconds so you need about 4x the length.



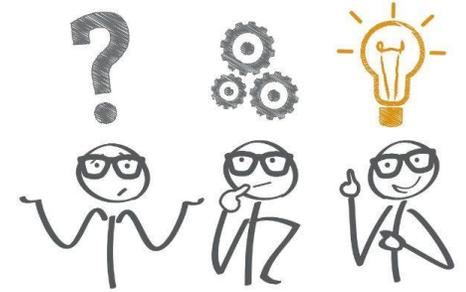
What is in it for the Interviewer?

PROBLEM – ACTION – RESULT

When an interviewer asks these questions, what are they looking for and how will they analyse your answer?

- 1) They will look to see if you used P.A.R.
- 2) Did you use all the elements in answering?
- 3) If you emphasised and spent more time talking about the result, then this could be interpreted that you are a results-driven person.
- 4) If you spend more time talking about the actions that you took then it will appear you are more task-orientated.
- 5) How did you handle specific situations? How do you approach issues? Does it relate to the position applied for? Can the candidate tell a story about their past? Does the story have a beginning, middle and end?

Summary



PROBLEM – ACTION – RESULT

Look over your career and plan your answer to anticipated questions.

Make sure they use the Problem, Action, Result technique.

Plan as many as you can.

Around 2 minutes for an answer.

Use those planned answers that are relevant and be prepared to adapt and modify to the answer.

Listen carefully to the question so you understand it and clarify your answer.

Set yourself apart from your competition by being planned and prepared.




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