



## INTERNAL INTERVIEWING

Set the stage for a  
successful interview

STRATEGY  
GUIDE

# Hi. I'm Lida!

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I help executives, entrepreneurs, and thought leaders around the world manage how they're perceived to drive them toward the best opportunities. I'm a personal branding and reputation management authority, and in this guide, I'll give you strategic advice to set yourself up for a successful internal interview.



Current employees don't always get preferential treatment when they apply for internal opportunities, but they might have the great advantage of:



- ✓ having a positive reputation internally
- ✓ knowing more information about the company than external candidates
- ✓ knowing internal advocates

It's crucial then to get the most out of those advantages to stand out and get a better chance of being selected for the position. For some companies and some positions there is an attraction to hiring external candidates, so your competition could be fierce.

Don't assume you have an advantage over other candidates, and don't take the process lightly. Setting yourself up for a successful interview requires preparation, research, and focus.

Get ready to succeed! In this guide, I'll give you strategic insights for you to set the stage before the interview.



## ASSESSING YOUR INTERNAL REPUTATION

While your resume might make your skills look fantastic, how someone feels about you as a person leads them to hire or promote you.

When your target audience (hiring manager or boss) compares you to others who seem to offer the same credentials as you do (skills, experience, certifications), you need to clearly communicate and demonstrate what makes you more valuable and relevant. This is how you drive value!

So, the first step will be to assess the perception others have of you inside the company.

### **Request feedback, and be open to it when you receive it.**

You need to understand how others perceive you and where you are standing right now with your brand and reputation.

One simple way to solicit valuable feedback is to send an email to colleagues, peers, or other staff asking how they perceive your personal brand. Tell them you're working to understand your current brand, and their input would provide great insight.

### HERE ARE SOME SIMPLE BRAND EVALUATION QUESTIONS TO ASK:

- Do I have a personal brand, and if so, what is that brand?
- If you referred me to someone, how would you introduce me?
- When you think of me, what special traits do you believe I have?

It's important that others know what you stand for, want to be known for, and your desired positioning. Being perceived for the skills, character traits, and values you offer is powerful.





## UNDERSTAND AND IDENTIFY THE NEEDS OF THE NEW ROLE

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We often assume other people see things the way we do, and by doing so, we can leave out critical bits of information or forget to do critical due diligence. When applying internally for a job, research, conversation and insight are invaluable to determining success.

### GATHER AS MUCH INFORMATION AS POSSIBLE REGARDING:

- ✓ What makes a candidate ideal for the new role
- ✓ The parameters or requirements for the interview
- ✓ How to position yourself for the role

Review your resume, analyze your professional experience, and make an inventory of all the skills and talents you possess. Contrast them against the feedback received and the needs of the new role.

Once you have all this valuable information, craft your narrative so you can clearly communicate how you can be a great asset to the role you are pursuing. Don't assume that the hiring manager will understand how your current skills and experience translate into benefits for the new role you are applying for.



## RESEARCH, RESEARCH, RESEARCH!

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Researching the opportunity empowers you to confidently move through the interview process with clarity, focus, and determination—knowing you can connect all the dots for the open job.

- ✓ Talk to other employees that work in the department you are looking to join. Ask them about current challenges, past successes, needs, and opportunities.
- ✓ Talk to other key employees and learn what the last person in the role succeeded at, failed at, and what areas of opportunity exist.
- ✓ Seek information about the competition online. What are other companies doing that your current company is not? This will give you insight and ideas that you can suggest during the interview.



## ATTITUDE MATTERS!

What to do when you get or don't get the job you want.

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Bite-size  
tips!

- ✓ You got the job—congratulations! But before you bring out the confetti to celebrate, stop for a moment and consider the feelings of others.

As happy as you are about your accomplishment, just remember that others on your team might feel angry, disappointed, resentful, or even sad about your move. Be careful of excessive celebration, which could look like gloating or boasting.

- ✓ You didn't get the job—bummer. Remember to keep things professional. Your colleagues and managers at work will be watching to see how you respond to the disappointment.

Keep your head high and show that you are okay with the decision. If the opportunity is there, ask to speak with the hiring manager and the interviewers. Look for feedback from them on what you did well. Did you stand out as a contender? What could you have done better? Where did you ultimately fall short in meeting their needs for the position? If another opportunity opens up, would they suggest you apply? Then, take in the feedback they offered and process it through your own goals and dreams.

# Resources

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Remember, an internal interview is very different from one outside of the company. Use the advantages you have to promote yourself as an ideal candidate.



FOR MORE INFORMATION VISIT

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- ✓ "Internal Interviewing" on LinkedIn Learning
- ✓ [www.LIDA360.com](http://www.LIDA360.com)
- ✓ [LinkedIn Newsletter](#)

Wishing you the best in your journey!

*Lida Citroën*

