



# ASK GREAT QUESTIONS IN YOUR INTERVIEW

An interview is a two-way conversation, and you should approach it that way—it's as much you evaluating the position and organization as it is them evaluating you.



Almost every job or internship interview includes the opportunity for you to ask questions of the interviewer(s). Asking meaningful questions serves several purposes: it makes your interview a better learning experience, it provides insights to help you evaluate fit, and it presents you as a thoughtful, well-prepared candidate. You should arrive at your interview with several questions prepared.

## YOUR QUESTIONS CAN FALL INTO FOUR CATEGORIES

1

### *Role-specific*

Centered on the position—duties, requirements, expectations.

- What, in your view, are some of the biggest challenges in this role?
- What does success look like in this role and how is it measured?
- What do you see as the most important qualities that contribute to success in this role?

After listening closely to the interviewer's answers to these questions, you can reply by articulating your interest in these skills, challenges, opportunities, etc. Or, you can map them back to your skills and expertise. For example, in response to a comment around cross-functional thinking:

*"I really enjoy working cross-functionally, and in my previous role I created several reports using qualitative and quantitative data that assessed the success of our team initiatives."*

## 2

## Industry trends

These questions are about how trends might be impacting the role you're applying to—these show you're ready to hit the ground running and can also be enjoyable for the interviewer to answer.

- I know that data security is an increasingly important issue across health care—is this a trend that's impacted this role?
- Recently, I read an article about the importance of seamlessness in marketing across channels—is this something you're seeing, too? Does this role get involved in multichannel marketing?

## 3

## Company-specific

These questions get at an organization's overall direction, and how this role might transform over time.

- I know that this office was recently restructured and has adopted a new service delivery model—where do you think this might land in five years?
- What do you think might be the next big change for this company or this role?

## 4

## Tactical

These questions pertain to the selection process and timing.

- What are the next steps in the interview process?
- What is the overall time frame for filling this position? When do you hope to have it filled?

# RESEARCHING YOUR QUESTIONS

Questions should arise naturally as you prepare for the interview. Jot them down as you learn about the company and the position:

## A few “don’ts”

- ✗ Don't ask yes/no questions.
- ✗ Don't ask broad, hard-to-answer questions—you don't want to stump your interviewer!
- ✗ Don't ask questions about salary and benefits—there will be plenty of time for this topic later in the hiring process.

- Read the job description carefully. What questions come to mind? What's missing in its description of the position?
- Review the organization's website and how they describe their mission, business, products/services and approach. Is there a particular aspect that you find interesting or are unclear on?
- Review the website's career section. Does it bring questions to mind?
- Keep on top of trends in the industry by curating a list of go-to journals or resources, like professional organizations or magazines.