

REPORT OF CICM EAST of ENGLAND BRANCH WEBINAR 28TH October 2020

For the Branch page of the CICM website and for inclusion in Credit Management Magazine

The latest CICM East of England Branch webinar “*Standing Out from the Crowd – How to Ace an interview – Key Business Questions and How to answer them*” was held on 28th October. This was a follow up to the successful “*Standing out from the Crowd - Employment Tips for Students through to Credit Professionals in a Difficult Climate*” webinar, which was held on 19th August, and which is still available to watch on the Branch page of the CICM website. <https://register.gotowebinar.com/recording/2403127107574317836>

In their presentation our two expert recruitment specialist speakers, Branch members William Plom of Hays and Chris Parker of Goodman Masson, gave plenty of ideas, advice, tips and food for thought for those about to undertake an interview.

The importance of really knowing your CV and its contents was emphasised, including being able to discuss and explain any metrics and targets quoted. Preparation for the interview was essential and details were given of what type of information you should find out about the company.

Will and Chris talked through the STAR interview technique approach (Situation Task Action and Result), suggesting writing down 3 or 4 work experience questions and considering how you would tailor your answers to any questions.

Many examples of typical interview questions were given, such as describing your strengths and weaknesses, your career goals, where you see yourself in five years time etc; Tips and suggestions on the best ways to answer such questions were talked through, and it was recommended that you should come up with three good reasons why a company should hire you.

We hope that our Branch members, members of other Branches, and those interested in joining CICM, found our latest webinar helpful and informative. The Branch Committee would like to thank CICM HQ and both of our speakers.

You can watch a recording of the webinar on the East of England Branch page of the CICM website or by clicking on <https://register.gotowebinar.com/recording/6793967421017256962>

Richard Brown CICM East of England Branch Vice Chairman

3rd November 2020