



# Preparing Effective Interview Questions

Hiring a new team member is a big investment, so you need to ensure you hire the right person. One way to do this is to prepare thoughtful and effective interview questions. Here are a few things to consider:

## Before writing:

### 1) Establish what you need and want from an employee

Think about the skillset you're looking for and the skill gaps in your current team. Then think about the characteristics you want from a new employee e.g.. the ability to work well individually or an outgoing personality. Having this clear in your mind will provide you with a good base for writing the interview questions.

### 2) Consider the tone of your questions

As an interviewer, you set the tone for the interview. The language and tone of your questions should mirror your work environment and company culture.

### 3) Consider the time you have

Most interviews last for around 30 minutes, so give yourself enough time to ask and receive answers to key questions.

## Writing the questions:

### 1) Begin with the basics

Start with a simple question to ease your candidate into the interview. For example, *'Tell me about yourself'* can act as an effective ice breaker.

### 2) Investigate interests

Uncover why your candidate is interested in the role, your company and your field, and gain an understanding of their motives. Ask questions such as *'Why do you want to work for our company?'* and *'What makes you passionate about this area of work?'*

### 3) Explore experience, skills and qualifications

These questions should be related to the job description and the candidate's background, to determine if they are suitably experienced and qualified. For example, *'I see you've scaled up solutions in the ecommerce space, tell me about your involvement in this.'*

### 4) Consider their character

Having established a candidate's skills, you then need to identify their traits as an employee. Ask situation-based questions to give you a deeper understanding into the candidate's strengths and weaknesses. For example, *'Tell me about a time where you resolved a conflict within your team.'*

### 5) Identify goals

Gaining an understanding of the candidate's goals and future ambitions can help you identify if they are suitable for the position. Ask questions such as *'Where do you see yourself in five years time?'*

### 6) End positively

Regardless of how you feel the interview has gone, it's important to finish positively. Good closing questions include *'Is there anything we haven't asked that you'd like us to know about? or 'Do you have any final questions or concerns?'*



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