

ASK THE EXPERTS

JUNE 2023

CAREER

I am currently interviewing for a senior leadership role. I have made it to the final round twice but have been the second choice. How can I stand out and land the next opportunity?

30/60/90-DAY PLAN

A 30/60/90-day plan is a document that outlines your goals and strategies for the first three months in a new job. It shows you have a clear vision of what you want to achieve and how you plan to do it. It also demonstrates your understanding of the role and the company, as well as your ability to adapt and learn quickly. You can create a rough plan for your prospective new job and share some of the strategies with the hiring manager.

For assistance in creating your plan, check out these resources:

[30-60-90 Day Plan: Template for an Interview | Examples \(valamis.com\)](#)

[How to Create a 30-60-90 Day Plan for an Interview](#)

[How To Make And Present Your 30 60 90 Day Plan To An Interviewer](#)

COMPETITIVE ANALYSIS

(Also known as SWOT Analysis, Market Analysis, Share Analysis, Benchmarking, or Competitor Profiling): A competitive analysis is a comparison between the company you are interviewing with and its leading competitors. It focuses on the target audience, price points, touchpoints, strengths, weaknesses, opportunities, and threats. You can draft a rough analysis for your prospective new job and share some of your insights with the hiring manager. Make sure your analysis is objective and factual.

For assistance in compiling your Analysis, check out these resources:

[How To Write a Competitive Analysis For Your Brand \(With Tips\)](#)

[What is Competitive Analysis? Template, examples, and how-to](#)

[Competitive Analysis: How To Conduct A Comprehensive Competitive Analysis](#)

WORK PORTFOLIO

A work portfolio is a collection of your best work that shows how you have applied the relevant skills, education, training, experience, and accomplishments in your field. You can present your portfolio as a website, PowerPoint presentation, or printed documents and include projects, reports, designs, articles, presentations, awards, etc.

For assistance in building your portfolio, check out these resources:

[How to Create an Effective Interview Portfolio \(With Tips\)](#)

[How To Make an Interview Portfolio \(And Why It's Important\)](#)

[The Secret Weapon That Anyone Can Bring to an Interview to Stand Out](#)

[What is Portfolio for interviews? Tips on how to use](#)

Regardless of your chosen strategy, make sure to gather data and information from various reliable sources, such as websites, social media, and reports and cite them properly. Last but not least, be prepared to answer any questions or provide more details as requested by the hiring manager.

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