

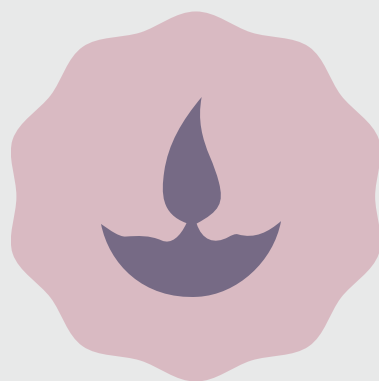
The 5 types of power words

TO USE IN AN INTERVIEW



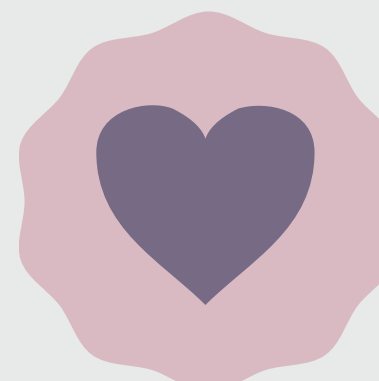
Responsibility

Shows you will get something done to the required standard. Use words like. *Accomplished, re-organised, right-hand-person, owner, project lead, co-ordinated, provided, satisfied, shaped..*



Reflecting company values

Mirroring these shows you are like-minded and understand what is important in subtle ways. Find on company website and social media. *Makes a subtle, positive impact.*



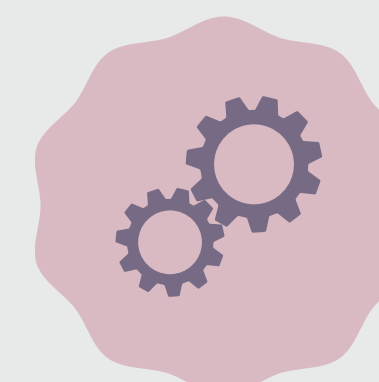
Passion

Reflects whether or not you will go above and beyond, as a highly engaged visionary. *Deeply motivated, prioritised, passion, heavily engaged with the task of...*



Leadership

Shows you've led and is subtly different to responsibility – you take ownership of results and accomplishments. *Accelerated, built, developed, spearheaded, streamlined, drove..*



Industry buzzwords and jargon

The secret handshake—it lets interviewers know you really get it. You'll have to understand it, so if you're new to it, read up, get familiar. Follow people in the industry on Twitter, connect with them on LinkedIn, and seek out relevant blogs and videos.