

## How to Address Your Strengths in an Interview

Even when this question is not asked, you must be able to answer it in order to land the job. After all, from the employer's perspective, the main point of a job interview is to understand what you could do for the organization and why they should hire you instead of someone else.

### Why Do Interviewers Ask This Question?

The interviewer wants to find out if your strengths align with the company's needs. They also want to see if your skills and experience sets you apart.

### Common Mistakes:

1. **Lack of self-awareness:** Most job seekers don't spend enough time analyzing their strengths.
2. **Modesty:** Many candidates are too humble or just aren't comfortable articulating what makes them great.
3. **Choosing poor strengths:** Choosing strengths that don't help candidates stand out.

### How to Talk About Your Strengths:

1. **Brainstorm:** Sit down and make a list of your top strengths.
2. **Focus:** Narrow your list down to at least five strengths you are comfortable discussing.
3. **Prepare Examples:** Develop at least one example to illustrate each of your strengths.

### Choosing the Right Strengths:

1. **Be accurate:** Choose strengths that you actually possess.
2. **Be relevant:** You should take the time to analyze the job description and identify the most important strengths for each opportunity.
3. **Be specific:** Choose specific strengths. Don't be generic.
4. **Don't be too humble.**
5. **Be prepared to demonstrate:** Have a concise example ready to back each strength up.

### What If They Don't Ask Me About My Strengths?

If the interviewer doesn't think to ask you about your strengths you'll have to look for opportunities to bring up the topic. Keep in mind that there are many other questions that basically ask for your strengths. These include: *Why should we hire you? Why are you the best person for the job? What makes you a good fit?*

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