

顶级猎头公司CEO为你揭秘：4个层次的表现决定你在面试中是否脱颖而出 - 知乎

我的猎头公司听过很多人讲述他们在自己的领域有多么优秀。许多年来，接触了这么多的候选人，我们也学会了辨别哪些人处于水平一般，哪些人水平很高。这篇文章里我给出了一些指导性建议，希望能帮你在面试中给你的潜在雇主留下深刻印象。以下按照有经验的面试官在面试时的想法，从最基本到最令人印象深刻的顺序，列出了候选人可以采取的四种主要方式。

1) 最基本的方式：谈论自己的特质和能力

面试时，许多人都喜欢强调自己最具优势的特质和能力。他们会说自己学习能力很强，具备毅力，以结果为导向，或非常勤奋。他们还会说自己是一个优秀的项目经理，沟通能力好，领导能力好。

实际上，如果你是个刚毕业的大学生，工作经验很少，或根本没有工作经验，那么大谈特谈你的特质和能力的确是一种可以采取的方法，因为你的潜力和特质基本上就是所有你能谈到的了。

只采取这种方法会带来什么问题？

不过，如果你已经拥有了一定的工作经验，“身经百战”的面试官就会想，为什么你要告诉他们你有什么特质，有什么能力，而不谈谈你在之前的工作中做了什么？你和刚毕业的大学生的区别就在于你有实际工作经验，而他们没有。

2) 较好的方式：谈论自己的工作经验

对于面试官而言，他更在意的是你能做什么。你的实际工作经验更能反映出你的能力。因此，请先告诉他们你的实际工作经验，到底能做些什么，然后再从中归纳出你的特质和能力。

只采取这种方法会带来什么问题？

然而，如果只采取这种方法带来的问题是，有经验的面试官明白，即便你在某个岗位上做了很长时间，但这并不意味着你就能很好地完成这个岗位的职责。想想你身边认识的人，是不是有人一份工作做了很久，但也只是马马虎虎，普普通通？雇主希望得到非常优秀人才，而不是普普通通的那些。

3) 更能让人印象深刻的方式：谈论自己取得的成就

记住这一点：如果你想告诉别人你有多么擅长做某件事，那么就告诉他们你取得了什么成就。想想你取得了哪些能证明自己能力的成就。当然，成就越吸引人，越让人印象深刻，效果越好。

例如，我面试过许多候选人，他们的简历很吸引人，其中包括令人印象深刻的学位、证书、待过的公司、多年的工作经验。但是，如果你让他们说说自己在相关领域取得的最令人印象深刻的成就，他们给出的例子却是平淡无奇。

同样，我还面试过其他简历平淡的候选人。他们毕业于二线学校，在不太知名的公司工作过。但当让他们分享一些最令人印象深刻的成就时，他们举的例子令人十分印象深刻。他们或是作出过较大的成绩，或是带领过一个较大的团队，或是能创立、执行一个

新进程。因此，虽然一开始我可能会选择资质更好的候选人，但这时，我会更偏向挑一个成就更令人印象深刻的候选人。顶级公司的思考方式同样如此。

只采取这种方法会带来什么问题？

但即便是听候选人谈论自己的成就，也可能产生误导。有些聪明人，听上去做出了许多优异成绩，但实际上，他们并没有做过这些事情。他们可能仅仅是辅助、参与、或看到其他人做过这些事。他们深知事情应当如何发展，但其实他们从未自己带领、管理过某种情境。也有可能，他们所取得的成果大部分源自于公司的运作，或自己所在的团队；或者当时的市场环境很热，或还不太成熟；或是当时的竞争还不太激烈。

4) 让面试官产生“就是你了！”想法的方式：告诉面试官自己是如何达成优异成就的

有些人不仅能告诉你自己取得了哪些优异成就，还能准确地告诉你自己是如何达成这些成就的，这就是他们总能给人留下最为深刻印象的原因。他们能够准确、迅速、流畅、毫不犹豫地告诉你整个过程。

他们之所以能如此迅速、准确地告诉你，是因为他们亲身经历了整个过程。他们花了数十个小时思考、理解，希望找到能完成任务的方法，还花了数百个小时亲身执行这些方法。事实上，他们不仅能告诉你为什么要按这种方法行事，还能告诉你为什么自己没有选择另一种方法。你听完他们的话后，会不由自主地产生这种想法：“哇哦，太棒了！”

对“久经沙场”的管理人员和面试官而言，真正能脱颖而出的是那些不仅能告诉你取得哪些优异成就，还能告诉你如何取得这些成就的人。如果你想把握住某个很好的机会，在面试中给对方留下深刻印象，那么你就应该这么做。

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**The 4
Levels Of Communicating How Good You Are In A Job Interview**

(From Least To Most Impressive)

My recruitment firm listens to many people talk about how good they are at what they do. Over the years of interviewing so many candidates, you learn how to distinguish the average versus very good versus exceptional ones. Today, we provide a lot of guidance and advice on how to impress potential employers. Especially when speaking to experienced executives, here are the four main levels of communicating how good you are in an interview, from the least to most impressive.

1) Most Basic Level: People Who Talk About Their Qualities And Capabilities

During a job interview, many people like to highlight their strongest qualities and capabilities. They'll claim to be a fast learner, persistent, or a hard worker, or say they're a good communicator or team leader.

For a fresh university graduate with little or no work experience, this is okay, since your potential and what will allow you to be successful are pretty much all you have to talk about.

The Problem With Doing Only This

However, if you already have some work experience, then experienced interviewers will wonder why you're not talking about what you can actually do. Your actual work experience is what distinguishes you from fresh university graduates.

2) More Revealing Level: People Who Talk About Their Work Experience

Your actual work experience is a much more tangible indicator of your capabilities to an interviewer. As a result, always talk about your outstanding qualities and capabilities in the context of describing what you can do.

The Problem With Doing Only This

However, experienced interviewers know that just because you've done something for a long time doesn't mean you do it well. Think of the people you know who have been doing a job for a while, but who are only so-so or average at what they do? Top employers want very good to excellent people, not so-so or average ones.

3) More Impressive Level: People Who Talk About Impressive Achievements

If you want to convey to others how well you can do something, then talk about your achievements. Think of them as the proof of what you can do. Of course, the more impressive they are the better.

For instance, I've interviewed many

candidates with impressive degrees, certificates, company names, and years of experience. But when you ask them to share their most impressive achievements, the examples they give are unimpressive.

Then there are candidates from 2nd tier schools and lesser known companies who have generated bigger results, led bigger teams, or built new processes. So while I may have originally thought the candidate with more qualifications would be better, I'll pick the one with the more impressive achievements. Top companies and experienced executives think the same way.

The Problem With Doing Only This

However, even listening to someone talk about their achievements can be misleading. There are smart people out there who can sound like they've done something impressive, but actually, have only supported, participated in, or observed someone else do it. Or their achievements were largely the result of a company process or team they were a part of. Or were achieved at a hot time in the market or when the competition wasn't very strong yet. They're very familiar with what should actually happen, but haven't actually led or managed the situation themselves.

4) "We'd Like To Hire You!" Level: People Who Can Tell You How They Achieve Impressive Results

This is why the most impressive candidates are the ones that can not only share impressive achievements with you, but who can also tell you exactly how they achieved the result. They can tell you exactly how they do it, and tell you instantly, fluently, and without hesitation.

They can explain things to you in this way because they've gone through it firsthand. They've spent dozens if not hundreds of hours thinking about, understanding, and figuring out how to do it well. And they've spent hundreds if not thousands of hours actually doing and executing it. In fact, they can not only tell you why they did it a certain way, but why they didn't do it another way. When you finish listening to them, you just think to yourself, "Wow, that's impressive!"

To experienced executives and interviewers I know, it's the people who can share impressive achievements along with what it takes to achieve them that really stand out. If you want to get chosen for a great opportunity, this is how you go about impressing top employers.

For more great career development and career success-related expertise, insights, and advice, follow Larry Wang on Wechat, at <wangliyazhou>.

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