

Welcome to your guide...

50 AMAZON LEADERSHIP PRINCIPLES INTERVIEW QUESTIONS & ANSWERS

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Q1. Tell me about a time when you had to make a quick decision that was going to have a significant impact on the organization?

Sample Answer:

I was managing a project for a very important client with a small group of people from different departments across the organization. We literally only had 10 days left before the project had to be completed, when the client contacted me with an urgent project specification change request. The changes they were asking for would have a significant impact on the team's ability to complete the project on time, and it would also eat into our project budget. I had very little time to make a decision, and so I decided to agree to the changes, primarily because two of our core values were flexibility and customer focus. The client had been with us for a long time, and I saw their business as valuable for the future health of the organization. Although we ended up making very little money from that project due to the unexpected specification change request, the client was very happy with the results and they went on to spend significant amounts of money with us in the future due to the strong relationship we had built up with them.

Q2. Tell me about a time when you found a simple solution to a complex problem?

Sample Answer:

I was in a meeting in my previous job where the company's sales figures were being discussed by the managers. Although the sales figures were healthy, there was concern amongst the group that the profitability was not as good as it should be, due to the marketing spend that was ongoing. At the end of the meeting, I decided to try and find a solution to this problem. I met up with the marketing team, and they explained to me the bulk of the marketing spend was going on Facebook and social media adverts. After some investigative work, it became apparent that the team were not using Facebook's tracking pixels that are designed to measure the performance of the advertising spend. I quickly informed them of what I had found, and moving forward from that day on, the organization was able to measure accurately the marketing return on investment. This allowed us to cease adverts that were not giving us any return, which in turn increased profitability.

Q3. Describe a situation when you had to work with incomplete data or information?

Sample Answer:

SITUATION: I had to collaborate closely with another employee from a different department while working on an internal project for my previous company. For the duration of the project, we had been

collaborating really well, and we both brought unique skills and attributes to the table that made the project flow smoothly.

TASK: However, near the end of the assignment, my coworker's manager called to inform me that she had become unwell and that I would have to finish the job alone. My colleague had previously given me limited details before she took a sick day, and without the knowledge she had for her role in the project, it made it a big challenge for me to be able to finish the job.

ACTION: After work in the evenings, I spent a lot of time researching how to finish the project components that my coworker had been in charge of. I ultimately enrolled in an online course and visited a few technical chat rooms online to seek assistance and information about any areas of the project's components I was having trouble with.

RESULT: I'm happy to say that, after many late-night hours of labour in addition to using the limited information my colleague had provided, I was able to put the last few pieces of the puzzle together and finish the job on schedule and to the required standards.

Q4. Tell me about a time when you had to take a calculated risk at work?

Sample Answer:

In a previous job, I had not been there that long when I was offered a promotion. This came entirely out of the blue, and whilst I am very ambitious and enthusiastic, I decided to turn it down. The reason for me turning down the opportunity was based on the fact I genuinely wanted to learn my new role to a high standard, so I could then help the organization and my team develop. Although I feel I could have performed well within the promotion, I did not want to risk my reputation and the performance of the company, especially as I had only been there for a relatively short period of time. This was obviously a risk on my part, as I may not have been offered the opportunity for promotion again. However, it proved to be the right decision as my manager respected my choice, and I actually went on to be one of the companies highest achievers.

Q5. Tell me how you would complete a project or task if you had limited time or resources?

Sample Answer:

I think that in today's modern age we need to use outsourcers more effectively to carry out specific duties, and if I had a challenging project to coordinate with a constrained budget and resources, I would do just that. There are some great online websites, such Upwork.com, PeoplePerHour.com, and Freelancer.com where I could connect with professionals from a variety of fields, including sales copywriting, software development, graphic design, e-commerce, web development, and administration,

among others. In previous roles when I was unable to find an employee within the company for a particular project assignment, I would use these specialists to complete the task. This strategy would have a lot of advantages, including the fact that I would not have to manage the employees directly and that they would only be paid if the project job was accomplished in accordance with my specifications and the criteria I established. With this clever project management strategy, I could manage several jobs remotely and, more crucially, for less money. If there was a shortage of time, I would also work the extra hours. I've worked on projects in the past that had incredibly short deadlines, and whenever this type of circumstance arises, I always remain up late working to make sure I reach the deadline.

Q6. Tell me about a time when you experienced conflict within a team?

Sample Answer:

I was part of a project team in a previous role which included six other team members. We were tasked with delivering an important web-based, time-sensitive project for an important client. During the initial stage of the project we got together as a team to discuss and agree upon the initiation-phase of the project, and also an agreed action plan. From the very first meeting, two members of the team took an instant dislike to each other, and their constant disagreements were causing conflict within the team. I took control of the situation and spoke up during the meeting to express my concerns that, unless we all agreed to put our differences aside, and work collaboratively as part of a team to achieve the project aims, we would all be responsible for the failure of the project. As soon as I raised the issue it was clear the two team members knew they had to put their differences aside, which they agreed to do so. From that point on, the conflict was stopped dead in its tracks and the remainder of the project went smoothly and according to plan.

Q7. Give me two examples of when you have gone above of beyond what was expected?

Sample Answer:

OPTION 1

SITUATION: I can remember a number of occasions when I would go above and beyond for a customer. One particular time comes to mind when I was speaking to a customer on the telephone about a product they had recently ordered from our website. The product had, unfortunately, become damaged by the courier company, and they needed to return it for a replacement. However, there was an additional issue in the fact the customer really needed to use the product the next day, yet they were unable to, due to the damage that had been caused.

TASK: I put myself in the shoes of the customer and I could genuinely feel her frustration. I decided to take ownership of the situation and resolve the problem as it genuinely was not her fault the issue had occurred.

ACTION: I kept the customer on the line whilst I sourced a new 'guaranteed delivery' courier company who was able to pick up and deliver a new replacement product within 24 hours. After some quick searching, I managed to find a company, and whilst the customer was still on the line, I facilitated the order. I then informed the customer that we would have a new product with her in time for the following day, which she was absolutely thrilled about.

RESULT: The following morning I called the customer back to make sure the product had actually arrived in time, which it had done. The customer then went on to leave a glowing review of our company and I am pleased to say she has been a regular customer ever since.

Q7. Give me two examples of when you have gone above of beyond what was expected?

Sample Answer:

OPTION 2

SITUATION – In my previous job, I was managing the telephone lines and responding to customer calls. One day, an elderly gentleman telephoned to place an order online and he was clearly having problems selecting the product he needed and also making the payment over the phone.

TASK – I saw it as my task to spend time patiently helping the gentleman choose the right products for him and to also talk him through the payment process, reassuring him along the way.

ACTION – I started off by asking him a series of probing questions to ascertain which product he needed. Once we had achieved that stage, I then explained in detail how we would use his payment details to process the payment, and that his details were totally secure. I then took the payment details and his address for delivery. I also upgraded him to our free express delivery service to provide further reassurance that he would receive his good quickly.

RESULT – Although the customer was initially confused and he struggled to find the product he needed, I managed to talk him through everything successfully by being patient and methodical in my approach. The customer was very happy with the service and he has since used our company again to buy products.

Q8. Have you ever failed at work? If so, tell me what happened and how you reacted?

Sample Answer:

SITUATION: I don't like to fail, but if I do, I always take ownership, put things right, and above all, view it as an opportunity to learn, grow and develop.

During a challenging and exciting project at work in a previous role, I was part of a team of talented people who were working on the creation of a new product for an important client.

TASK: The task required us to work together as a team and use our combined expertise and experience to create the product for the client within very strict timescales and specifications. The project should have been a breeze, simply because we had done this type of work together many times before.

ACTION: We started out as usual with the project manager giving the team the usual brief. I can remember thinking the brief was perhaps not clear enough for the specification required by the client, but I chose not to say anything, which ended up being a huge mistake. Part-way through the project, it became apparent we had missed a very important specification off the product, which ended up putting us two weeks behind schedule.

RESULT: Although the client was forgiving and he allowed us additional time to complete the project, we had failed to deliver on our promises as a team. During the team debrief, I disclosed I had concerns during the initial team briefing, but I chose not to say anything. I apologized for not doing so. As a team, we learnt a lot from that experience, and moving forward the same mistake never happened again.

Q9. When have you had to overcome a challenging situation at work?

Sample Answer:

SITUATION: In my previous job, a long-standing client who had brought in good business for a number of years, made contact with us to say he was moving to a new service provider and that he no longer required our services.

TASK: This was bad news for the company, and I saw it as my responsibility to try and keep hold of his business. Although this would be a difficult challenge, the impact of losing the customer would be significant for our company from a financial perspective.

ACTION: I reached out to the customer by telephone and asked him to meet me the next day over lunch. He agreed, and in the time period between the telephone call and the meeting, I did my homework, looked at how we could improve the service we currently provided for him, and also looked at the options surrounding what he was paying for our services. At the meeting, I asked lots of questions about how our service could be improved and what we could do to keep his business. It quickly became apparent he no longer felt valued as a customer with our company.

RESULT: After a couple of hours of discussions, I managed to keep hold of his business by offering a new tailored service that would mean we provided a closer working relationship with him. When I returned to the office, I immediately implemented a review of all clients to make sure we never had the same situation again, where a client felt devalued.

Q10. When have you had a disagreement at work, either with a work colleague or a manager?

Sample Answer:

SITUATION: I was working in an office and a customer emailed the team to complain about the errors that they had found in one of our company newsletters. The newsletter was created periodically by another department within the organization and its purpose was to generate new business for the company. I took a look at the newsletter and I was shocked at the number of errors that were contained within it.

TASK: I felt it was my responsibility to raise the issue with the department responsible for the creation of the newsletter, so we could explore ways in which it could be improved. It was my view that the newsletter, in its current format, was letting the business down.

ACTION: I spoke to the manager of the department and I was met with an immediate defensive attitude. I was basically told to mind my own business and he disagreed with my suggestion the newsletter should be improved. However, I persevered and I outlined the benefits of what a strong newsletter could bring to our company. I also offered to proofread the newsletter before it went out, as this would then enable me to suggest different ways in which we could improve the newsletter and use it to leverage new business.

RESULT: After some perseverance and tactful relationship building skills, the manager agreed for me to work with them to improve the newsletter. Six months after I initially made contact, the newsletter was seen as an integral part of the business and it was responsible for helping to promote new products and also offer incentives and discounts for our loyal customer base.

Q11. Give me a situation where you have previously shown one of Amazon's Leadership Principles at work?

Sample Answer:

I have studied the 14 Amazon leadership principles I detail to make sure I can perform all of them as required within the position of manager. One of them I believe I have been consistent in, in every role I have undertaken so far, is that of **INSISTING ON THE HIGHEST STANDARDS** achievable. For example, whilst working in my last team on a difficult project, a couple of team members suggested we cut corners on one particular element of the project, to save time and to also allow us to ensure the project was completed on time. I immediately disagreed and explained that this was not the way to do things! I insisted that, instead of cutting corners, we all stayed behind an additional hour each day to do the project tasks properly and to also make sure we get the job completed on time. Whilst this was an unpopular suggestion, the most important thing for me was to do things right and to make sure the

project was completed on time. There are no excuses for projects being completed late and I would always ensure everything is done to the highest standards achievable whilst working as a manager for Amazon.

Q12. Tell me about an unpopular decision you had to make at work?

Sample Answer:

I was managing a team of people during a difficult recession back in 2009. The Company CEO gave me the task of looking at how we could cut costs and save money during this very difficult period. I carried out a costs base analysis of the team, and quickly realized two members of staff were not needed as their work could be absorbed by both myself and one other team member. I put forward my proposal to make the positions redundant, which my CEO agreed to. I followed the redundancy consultation process to see whether we could come up with alternative roles for them within the company. Unfortunately, this was not possible, and so I had to make the positions redundant. This decision was very unpopular amongst the rest of the team. However, for the sake of the business and our future operations, I did not hesitate in making this tough decision when needed.

Q13. Give me one thing you will like the most about being a leader with Amazon, and one thing you will dislike?

Sample Answer:

The one thing I most like about leading and managing people is the challenge of consistently delivering team goals for my employer through hard work, the creation of a robust strategic plan and also motivating and inspiring my team to be the best they can be. In regard to the one thing I most dislike, it's team members who do not work to the best of their abilities. I have worked in a couple of teams before whereby some people are happy to plod along and do the bare minimum. As a leader, I would always ensure the team I am leading feel inspired and motivated to be the absolute best they can be at all times. I have high personal and professional standards, and I would expect my team to be the same.

Q14. Tell me a time when you had to give bad news to a member of your team?

Sample Answer:

I was tasked with managing a team for my previous employer and it quickly became apparent to me that a long standing employee was no longer effective in his role. After carefully analysing the team, I felt his presence within the team was hindering our performance and I needed to make a difficult decision to replace him. This was a tough decision simply because he was very popular amongst the other team

members, but I knew the only way I could move the team forward in the direction I needed was to move him to a different department where I felt his skills would be put to better use. After obtaining approval from the senior management team for the move, I held a meeting with the employee and explained to him the reasons behind the move. He was clearly upset and disappointed and made it clear that he felt I was making a big mistake. I stood by my decision and he moved departments the following week. Initially, the team were upset about my decision and it took me a few weeks to motivate them and win their support. However, I persevered and 6 months on, the team was performing to peak ability and it quickly became the most productive team within the organization. I am not afraid to make difficult decisions when needed and will never shy away from confrontation or challenges within this leadership role.

Q15. Give me an example when you led a team of people to achieve an organization's goal or objectives?

Sample Answer:

In a previous role, I was tasked with leading and implementing change within my team based on the new company Director's vision and strategic aims. I started off by obtaining a clear brief from the company Director on where they wanted my team to be in respect of their performance and targets. Once I had obtained the brief, I held an in-depth team meeting to discuss the changes, the reasons for the changes and how I wanted each member of the team to implement each stage of the change process along the way. Throughout the change process, I held regular meetings and discussions with the team to answer questions they had and to also provide relevant support as and when it was needed. Although some members of the team found the changes initially difficult, I kept focusing on the end goal and the reasons for the change. I also utilized effective communication skills to motivate each team member and provided praise as and when each key stage of the change process was completed. After 4 months hard work, we had successfully implemented the changes requested and the team and wider organization as a whole worked in a much more productive and efficient manner.

Q16. Tell me about a time when you had to persuade someone to follow your course of action?

Sample Answer:

Whilst managing a previous team, I found myself in a position where our company website went down late on a Friday afternoon. The following day we were due to launch a new product to our large database and the website had to be back up in time for the following morning. I contacted a local web development company and they initially stated they were unable to help as it was so late in the afternoon and

everyone was due to go home for the weekend. It was at this stage I had to use strong persuasion and negotiation skills to get what I needed. I explained to them that our IT contract with an external provider was coming to an end in 3 months' time, and that we were on the lookout for a new, local organization to manage our IT systems. I explained that we had experienced similar issues to the one we were experiencing there and then, and that we no longer had faith in the company who took responsibility for our website. I suggested to them that this was an opportunity for them to prove what they could do and that, if they agreed to help us out in our hour of need, I would suggest to my Managing Director that we seriously consider using their services if the costs are within our budget. At that stage, they agreed to stay behind to help out the organization and by 10pm that evening, the issue was resolved and the website back up and running. I feel I am a determined and resolute negotiator and will not stop until I get the result I need for my employer.

Q17. When did you have to overcome a difficult challenge at work?

Sample Answer:

SITUATION – I was studying an online personal development course to help me increase my knowledge in a particular subject at work. It was particularly challenging due to the amount of time I needed to dedicate to studying in the evenings, and also due to the fact the distance learning tutor who was allocated to support me changed twice during the course.

TASK – It was my job to focus on the studying, to create a plan of action to make sure I put in the required time, and to also spend time getting to know the new tutor so they were up to speed with my progress.

ACTION – I created schedule that dictated when I was going to study in the evenings, to make sure I kept up-to-date with the course curriculum. I also dedicated time on the phone talking to the new tutor to make sure she was aware of the areas I needed the most support in, and to also let her know of my reasons for studying the course and what I wanted to get out of it.

RESULT – The end result was that I managed to get all of the studying done in time, which resulted in me passing the course with a distinction.

Q18. Give me an example at work where you improved how you did something to achieve a better outcome?

Sample Answer:

SITUATION – I recently dealt with a customer complaint at work. Whilst it was successful, I felt I could improve in this area and so I volunteered to undertake a customer care training course.

TASK - The task required me to undertake and successfully complete an online customer care course via the online learning platform Udemy. The goal was to improve my knowledge of customer care which would in turn help the business improve.

ACTION – I started out by creating a plan of action of how I was going to study and, more importantly, complete each module. This involved studying each night for one hour over a 2-week period. At the end of each module, I assessed my knowledge by completing an online exam.

RESULT – After the two-week period was complete, I successfully passed the online course and received a certificate of excellence. The end result was that I felt better equipped to provide customers with enhanced care and attention, which was to the benefit of the company.

Q19. Tell me about a time when you learned something new that was outside of your comfort zone?

Sample Answer:

One day, whilst at work in a previous job, I had allocated an entire afternoon to work on my own personal development. This was something I did once a month, and my employer encouraged it. I knew nothing at all about marketing, as my role was to manage the customer service side of the business. I asked the head of the marketing department if she would show me how the company marketed the business, as I felt this would give me a deeper insight into how the business works and also how we target our customers. It proved to be a great afternoon, as I learnt first-hand how the marketing team targets potential customers using Google Pay-Per-Click adverts and also by using sophisticated adverts on Facebook based on demographics. What I learnt the most, and also how this helped me in my role within the customer service team, was that people type in specific search phrases into Google, and then our adverts appear for them. Although I felt out of my comfort zone at times, this really helped me to understand how our customers end up buying from us, based on their needs or requirements. This was a great experience for me and something I got a lot from as it helped me to improve the service both me and team were providing our customers.

Q20. Tell me about a time when you received criticism from a manager or a work colleague? How did you react to the feedback?

Sample Answer:

I don't receive criticism often; however, when I do, I always take it onboard positively with a view to improving my performance at work. One situation actually springs to mind. I had been in my job for a long time and felt very confident in my abilities and my level of competence. However, my manager called me in to her office to say she was not happy with the speed it was taking me to complete a project I had been

working on. I had been given a set deadline to work to, and by using a plan of action that I always used previously, I knew one hundred percent that the project would be delivered on time. My manager pointed out to me that the project deadline was a guide and that I should actually be trying to complete my work faster. After careful reflection of what she had said, and also my performance, I agreed that I should try and work faster and smarter to get the project completed faster, as this would then help the company to take on more work and, hence, improve profitability. The projects that I worked on thereafter were pretty much all completed on average seven days faster, which over the year, meant I managed to take on more work for the organization.

Q21. Tell me about a time when you analyzed information carefully to overcome a challenging task or project?

Sample Answer:

SITUATION: When I first started working for my former company, I wanted to have a quick and positive impact on the company to repay the Director's confidence in my skills to carry out the task job role. I observed that the company was underutilizing its client data, which I saw as a source of unrealized potential.

TASK: I decided it was my task to find out how I could best advise the company to really utilise the customer data it had to benefit the company. I therefore spent some time talking to the IT department to find out what information and data we had and how it might be accessed and used to boost business performance and sales. After carefully examining the data, I came to the conclusion that each consumer was largely left alone once they had contacted or purchased from our business.

ACTION: I then gave the senior management team a presentation on how we could start utilising this data to boost sales and improve the customer experience in order to get more helpful feedback and boost good online reviews. Following my presentation, we assembled a small group of individuals whose sole responsibility was to create sales and marketing funnels intended to boost brand awareness and enhance overall customer satisfaction.

RESULT: As a result, the company's revenue increased by 3% a year after the team was formed, which, given their yearly turnover, was a sizable amount.

Q22. Tell me a time when you had to make an effective decision under pressure?

Sample Answer:

SITUATION: Whilst at work in a previous role, a work colleagues started making inappropriate comments to another work colleague.

TASK: I felt it was my responsibility to step in and stop the comments immediately, to both prevent any further harm to my work colleague, and to also educate the person the making the unwanted comments.

ACTION: I immediately told my work colleague in a calm manner that his comments were not only unacceptable, but also against our employer's code of conduct. I also explained how those type of comments were potentially damaging to other people and that they were very much unwelcome.

RESULT: The person making the comments immediately apologized and promised not to make any further similar comments. It was clear my decision to calmly intervene was the correct one to protect my work colleague from further harm.

Q23. Tell me about a time when you took a risk that benefited your employer.

Sample Answer:

SITUATION: When I was employed by a previous employer, I was worried about the service some of our clients were receiving. Although it was quite economical, the courier service we utilised to transport goods wasn't very dependable. Some of our clients had voiced complaints regarding subpar service.

TASK: I believed it was my responsibility to look for a different courier service that could help raise the bar for customer service.

ACTION: After looking into different couriers, I discovered one that guaranteed the highest levels of customer care. They were twice as expensive as the previous courier, which was the only drawback. I considered this to be a risk worth taking since I thought raising the bar for customer service would lead to higher online reviews, which would draw in more business and cover the cost of the new courier. We teamed up with the new courier after I made the risky decision to do so.

RESULT: Positive internet reviews considerably rose four weeks after employing the new courier, which brought in more business. Three months later, the boost in revenue from new clients had more than covered the cost of the additional courier.

Q24. Tell me about a time when the organization you were working for adopted one of your ideas.

Sample Answer:

SITUATION: In my previous job, I felt the prices we sold our products for were too cheap. The products were created to a high standard but I felt the cheap prices were putting off some customers due to perceived value.

TASK: It was my task to present my suggestion to my manager based on evidence.

ACTION: I put together a short presentation that included my ideas and examples of other companies in different sectors that took advantage of increased prices that reflected the standard of their products. I then presented my idea to my manager. He was reluctant to change the pricing model that we had used for several years so I suggested we should try increasing the prices on one or two products initially to gauge the reaction, to which he agreed.

RESULT: Fourteen days after increasing the prices we assessed the data and we had actually sold 37 more products compared to the previous period. This proved that the cheaper prices were putting off some customers, so we ended up rolling out the idea to all company products which helped to significantly increase company revenue over the year.

Q25. Tell me about a time when you used a radical approach to solve a problem.

Sample Answer:

SITUATION: In my previous job, all team members were required to attend meetings regardless of whether they were needed or not. I calculated that this was a significant waste of people's time and a new approach was needed.

TASK: I decided to explore different options for holding team meetings with a view to radicalizing the process to increase productivity levels.

ACTION: After thinking of different ideas, I came up with a simple solution. It was a very basic idea but one that radicalized company meetings moving forward. Once the meeting agenda was disseminated amongst everyone in the group, I stated that attendance at the meeting was purely voluntary. If people felt their attendance at the meeting was not warranted, and their time could be better allocated elsewhere, they did not need to attend. At the end of every meeting, action points would be sent to all staff, whether they attended the meeting or not, and it would be their responsibility to action them before the start of the next meeting.

RESULT: This radical approach to company meetings had a significant impact on staff morale and productivity levels. It also meant that those people who attended company meetings were empowered to contribute in a positive manner.

Q26. Tell me about a time when you used information or data to make a decision.

Sample Answer:

SITUATION: In a previous role, I was part of a team whose responsibility was to launch a new company product online.

TASK: It was our task to use data and information to increase return on investment from the initial product marketing campaign.

ACTION: Before attending the first follow-up meeting after the initial product launch, I conducted some research into the results from the online marketing campaign. I noticed that certain keywords and phrases were not converting, which resulted in unnecessary expenditure. During the team meeting, I presented a list of keywords and phrases that were converting and I recommended we increased the advertising spend for those campaigns whilst at the same time, deleting the ones that brought no return.

RESULT: The team agreed this was a great idea to implement immediately, and after analyzing the results seven days later, our sales had increased by 15%.

Q27. How do you use data and information to create or develop a strategy?

Sample Answer:

I always use data and information by **determining what my end goal or objective is**. This enables me to focus on effectively and efficiently gathering and using the data I genuinely need. I will then seek to **streamline the data collection process** by ascertaining which sources it can be derived from whilst **ensuring all laws and GDPR protocols are adhered to**. For example, in my previous role, I encouraged team members to bring all useful and relevant data pertaining to the project we were working on to weekly team meetings. This resulted in the **data and information being shared and utilized in real-time** and it empowered everyone in the team to put forward their suggestions and recommendations. Finally, whenever I am working as part of a team I seek ways to **make data and information more visible and accessible to everyone**. In my previous job, for example, this was achieved by using the software tool Slack. By using Slack we were able to **make all data and information secure** and it could also be easily accessed by all project team members as and when required.

Q28. Tell me about a time when you had to delve deeper into information or data to come up with a suitable solution to a problem.

Sample Answer:

SITUATION: In my prior position, I was worried that revenue were beginning to decline in comparison to the year before.

TASK: It was my responsibility to thoroughly examine the data at my disposal in order to develop solutions that could be immediately implemented to boost sales.

ACTION: I gathered information and statistics from a variety of sources, including website traffic, lead generation and retention rates, marketing campaign results, and Google Trends. Starting with the marketing campaign results, I discovered right away that they were converting at the same rate as the results from the prior year based on the same investment. According to Google Trends, this was the same year on year based on seasonal demand. I next turned to the number of web visitors we were getting, and the numbers were good and consistent with the numbers from the prior year. But when I looked at the lead generation and retention rates, I found that they had fallen by 30%. Further analysis of the data revealed that website leads were cancelling their subscriptions two days after first signing up. This happened because the email campaign sent to the new internet leads had a mistake that caused the lead to lose faith in the business.

RESULT: The error was swiftly fixed after I communicated with the IT department. When the data was analysed 28 days later, leads on the website were being retained once again and revenue had begun to climb back up to levels from the prior year.

Q29. Tell me about a time when you had to balance speed of delivery with quality.

Sample Answer:

SITUATION: A situation occurred in my previous role where a supplier let us down at the last minute. A large number of orders had been placed online by our customers. However, it would no longer be possible for us to send out the products on time due to the supplier issue. The earliest the supplier could deliver the products for us was in four days' time.

TASK: It was my task to decide what steps to take. I had the option of using an alternative supplier, but they had a reputation for delivering sub-standard products. I was not prepared to take the risk of using a supplier that had a poor reputation. Although speed of delivery was essential, quality was not something I was prepared to compromise on.

ACTION: I decided to personally telephone all of our customers to explain the situation, apologise, update them on the new delivery date and offer them a 10% discount on any future orders. There were

twenty customers in total for me to call, and all of them were prepared to wait the additional time for their orders to arrive.

RESULT: Once the products had been delivered to all twenty customers, I found a new supplier that had a great reputation for quality and speed of delivery, and moving forward, the same situation never happened again. Although this meant that customers didn't get their goods as quickly as we would have liked, I believe due to the quick, and decisive action I took, it was a risk that ultimately paid off and was the right decision for both the customers and clients.

Q30. Give an example of a time when you didn't see eye-to-eye with a work colleague.

Sample Answer:

SITUATION: I was in a team meeting discussing the launch of a new company product. A colleague of mine was adamant the best way for us to promote the product was through local newspaper adverts. I disagreed.

TASK: It was my task to explain, using facts and evidence, why the best way to promote the new product would be through online advertising.

ACTION: After listening to his arguments for promoting the product in local newspapers, I explained that we had a better chance of converting sales by targeting people online by age, gender, demographics, and interests. I showed him an example of how a company had been able to surpass all previous company launches by shifting their advertising online. I also explained that we could track the return on advertising investment if we advertised online, something that was not possible using newspaper adverts.

RESULT: After listening to my reasoned argument, he agreed my suggestion was more beneficial to the company, and the new product launch yielded a 37% increase in sales compared with previous launches.

Q31. Describe your most difficult customer and how you handled them.

Sample Answer:

SITUATION: A customer contacted me one day to ask for a refund because they were not happy with their purchase. Unfortunately, they informed me they did not have a receipt, and because they had paid

cash for the product, there was no way I could track their order. I apologized but explained that I was not able to refund their order as this was against company refund policy. The customer started to get angry on the call, and they threatened to leave a negative review online if I refused to refund their order.

TASK: It was my task to remain calm, and find a solution for the customer they were happy with.

ACTION: I maintained my stance relating to the fact I could not refund their order. However, I suggested to the customer that they could either have a replacement product, or they could receive a credit note against a future purchase. I then asked several questions about the type of product they wanted before suggesting alternative products we had available that would be more suited to their needs.

RESULT: Eventually, the customer calmed down and they agreed to exchange their purchase for a product they wanted. The customer then went online and left a glowing 5-star review citing my professionalism and determination whilst dealing with their situation.

Q32. Give an example of a time you went above and beyond to meet a deadline.

Sample Answer:

SITUATION: In my last role, I was working on an important project for a client of ours. The project team consisted of six people. However, two thirds of the way through the project, two team members went off sick with covid which left us with just four people.

TASK: This situation had the potential to delay the project by several weeks, something I wasn't prepared to allow happen. It was my task to come up with a solution to the problem to meet the project deadline.

ACTION: I reevaluated the project goals and determined that some of the work could be outsourced to contractors online. This proved to be a shrewd move because the contractors I ended up hiring had exceptional skills and they were able to improve the quality of project work being delivered. For the remainder of the project, I agreed to commit to extra hours each evening to ensure it was still completed on time.

RESULT: I ended up working an additional seventeen hours in the evenings leading up the project deadline to make sure it was finished on time and to the expected standard. Because of this experience, I also learned the skill of hiring outsourcers which we utilized many times in the future for new projects.

Q33. Tell me about a time when you helped a team or company save money.

Sample Answer:

SITUATION: In my previous role, I was concerned about how much we were spending on delivery costs. Every day, we were sending out hundreds of orders to customers but our delivery company did not appear to be providing value for money.

TASK: It was my task to evaluate our delivery expenses to see if I could save the company money.

ACTION: I spent the next three hours conducting an analyse of the past twelve months delivery costs, and I was staggered at how expensive they were. Even though the number of orders we were sending out via our delivery company had literally doubled, their prices had increased by a third. I decided to call the delivery company Area Manager to explain my concerns, and to negotiate a fairer price.

RESULT: After a half hour on the telephone outlining our concerns, he agreed to reduce the delivery fees back to their previous price for the next twelve months which ended up saving the company more than five thousand dollars in total.

Q34. Tell me about a time when you experienced a steep learning curve.

Sample Answer:

SITUATION: In my previous role, my manager asked for a volunteer to cover the work of a co-worker who was going to be off work for four weeks. Although I was very busy working on several projects of my own, I was keen to learn my co-worker's skills because I eventually wanted to gain promotion in the company. Therefore, I volunteered to do her work.

TASK: It was my task to learn all of her duties as soon as possible to ensure the additional work I was responsible for was completed to the same standard.

ACTION: This was a very steep learning curve for me because I had not experienced this type of work before. She was responsible for analysing and extracting company sales data which was then used by

senior managers to make key decisions for the business on a monthly basis. I decided to do the majority of learning in the evenings after work when I had the time. I created a list of the things I needed to learn, and then set about working through each one. During the day, I then put what I had learned into practice.

RESULT: At the end of the four week period, when my co-worker returned to work, I had developed my skills significantly. The new skills I had gained gave me a different perspective on my own duties and responsibilities which helped improve the standard of work I delivered for the company.

Q35. What is your favourite leadership principle?

Sample Answer:

My favourite leadership principle is CUSTOMER OBSESSION. I decided I wanted to work for Amazon after buying many products from your website. Your levels of customer service were always outstanding, and I was hugely impressed with your speed of delivery. This made me realize that so many companies out there have it wrong when it comes to customer service. They appear to focus too much on their competitors instead of focusing on their customers. If a company focuses on their customers, they won't need to worry about competitors because customers will stay with them for the long term. Whilst all of the leadership principles are very important, Amazon would be nothing without the customer, and that's the reason why it is my first choice.

Q36. Describe a time when you delivered outstanding customer service?

SITUATION – In my previous job, I was managing the telephone lines and responding to customer calls. One day, an elderly gentleman telephoned to place an order online and he was clearly having problems selecting the product he needed and also making the payment over the phone.

TASK – I saw it as my task to spend time patiently helping the gentleman choose the right products for him and to also talk him through the payment process, reassuring him along the way.

ACTION – I started off by asking him a series of probing questions to ascertain which product he needed. Once we had achieved that stage, I then explained in detail how we would use his payment details to process the payment, and that his details were totally secure. I then took the payment details and his address for delivery. I also upgraded him to our free express delivery service to provide further reassurance that he would receive his good quickly.

RESULT – Although the customer was initially confused and he struggled to find the product he needed, I managed to talk him through everything successfully by being patient and methodical in my approach.

The customer was very happy with the service and he has since used our company again to buy products.

Q37. – Describe a stressful situation and how you handled it?

SITUATION – I was working as part of a team on a difficult, time-sensitive project for a client. The client unexpectedly brought forward the completion date, which meant we had to work around the clock to get everything completed.

TASK – It was my job to monitor each stage of the process and support the other team members in completing each of their specific tasks. If they needed anything specifically to complete their part of the project, I would find it for them. It was particularly stressful because we all had to work additional hours outside of the normal working day, whilst also concentrating on each specific task in hand.

ACTION – I carried my element of the project as required and remained calm and focused at all times whilst supporting my team colleagues.

RESULT – The end result was a success! Due to the extra effort we all put into the team task, and the extra hours we all dedicated to the project, we managed to complete the project with just 3 hours to spare. It was great all round team effort.

Q38. – Explain a situation you were in when you had to overcome a difficult challenge?

SITUATION – I was studying an online personal development course to help me increase my knowledge in a particular subject at work. It was particularly challenging due to the amount of time I needed to dedicate to studying in the evenings, and also due to the fact the distance learning tutor who was allocated to support me changed twice during the course.

TASK – It was my job to focus on the studying, to create a plan of action to make sure I put in the required time, and to also spend time getting to know the new tutor so they were up to speed with my progress.

ACTION – I created schedule that dictated when I was going to study in the evenings, to make sure I kept up-to-date with the course curriculum. I also dedicated time on the phone talking to the new tutor to make sure she was aware of the areas I needed the most support in, and to also let her know of my reasons for studying the course and what I wanted to get out of it.

RESULT – The end result was that I managed to get all of the studying done in time, which resulted in me passing the course with a distinction.

Q39 – Tell me about a time when you had conflict at work?

SITUATION – I was taking part in an important meeting at work with internal members of staff and also with representatives from two external suppliers. During the meeting, one of the representatives from one of the supplier companies started making derogatory comments towards me that I found inappropriate.

TASK – It wanted to challenge the person who was making the comments in a professional way. My goal was to make him aware the comments were not welcomed, without ruining the meeting atmosphere.

ACTION – I responded by saying to him that I had been part of this team for quite some time and that I felt I deserved more respect than what he was currently affording me. I said it in a confident and professional manner, so as to not ruin the integrity of the meeting.

RESULT – As soon as I said what I wanted to say, he apologized unreservedly and the remainder of the meeting went smoothly and without any issues. I would always tackle any form of conflict head on in a professional and calm manner with a view to resolving it quickly and amicably.

Q40. – Tell me about a time when you disagreed with an immediate supervisor?

SITUATION – To be honest, this has only ever happened once and it was a situation I learnt a tremendous amount from. When I first started working for a company, my manager was giving a team briefing about how we should approach a specific team task. At the end of the brief, he asked if any of us disagreed with the plan, and I put my hand up to suggest a slightly different way of working.

TASK – It was my intention to offer a more efficient method of working that would help the team and also hopefully save the company some money in the process.

ACTION – I put forward my suggestion in a professional and respectful manner and my manager thanked me for my contribution.

RESULT – The end result was, my manager utilized a small part of my suggestion, which resulted in a slightly more efficient way of working. I learnt a lot from that situation because, as employees, we sometimes think it's not appropriate to comment; however, I feel we should all put forward our suggestions providing they are constructive, respectful and delivered with good intentions.

Q41. – Give an example of when you have completed a difficult task according to guidelines?

SITUATION - In my previous job I was required to complete a difficult task whilst following company guidelines and a strict brief.

TASK - The task involved me having to carry out an internal audit of products and services to assess which ones were selling the most, and which ones were selling the least. The task was required so that we could identify which products and services were no longer working effectively, with a view to making improvements.

ACTION – I set about auditing the products and services by carefully collecting data over the last 3 years. I used an excel spreadsheet to collate the information by inputting the latest figures first. I followed the brief carefully and made sure the information I was collecting was accurate.

RESULT – The task was completed well ahead of schedule. The information I collected was presented to senior managers and they were able to use the data to improve out-of-date products and, in turn, increase company turnover.

Q42. – Describe a situation where you had to improve the way you did something at work?

SITUATION – I recently dealt with a customer complaint at work. Whilst it was successful, I felt I could improve in this area and so I volunteered to undertake a customer care training course.

TASK - The task required me to undertake and successfully complete an online customer care course via the online learning platform Udemy. The goal was to improve my knowledge of customer care which would in turn help the business improve.

ACTION – I started out by creating a plan of action of how I was going to study and, more importantly, complete each module. This involved studying each night for one hour over a 2-week period. At the end of each module, I assessed my knowledge by completing an online exam.

RESULT – After the two-week period was complete, I successfully passed the online course and received a certificate of excellence. The end result was that I felt better equipped to provide customers with enhanced care and attention, which was to the benefit of the company.

Q43. – Describe a situation where you worked as part of a team to complete a difficult task?

SITUATION – In my previous job I volunteered to lead a small team of people to complete a task during my lunch break. My manager needed urgent assistance with a task that had been forgotten by another member of the team.

TASK - The task involved having to create a short PowerPoint presentation for our manager based on the previous months' company sales figures. My manager needed the presentation quickly as she had a senior management meeting that afternoon.

ACTION – Our team involved 4 people from the office, I started by explaining what the task was that needed to be carried out and within what timeframe. I allocated tasks based on team strengths. One person collected the data whilst two other people designed the PowerPoint slides. I then created the brief for my manager and explained how she could use the slides effectively during her presentation.

RESULT – Although we only had one hour to complete the task, we carried it out diligently and professionally. My manager managed to deliver the perfect presentation and she thanked us for our hard work and commitment.

Q44. – Describe a time when you dealt with a difficult customer?

SITUATION – In my current job I was covering a customer care assistant during sick leave. A customer approached the desk to make a complaint about the poor service she had received the previous day.

TASK – It was my job to deal with the task effectively, collecting as much information as possible and resolving the issue to the satisfaction of the customer, whilst following company complaints procedures.

ACTION – I started off by listening carefully to the complaint, whilst showing effective listening skills and soft body language. After I had listened to the complaint, I asked a number of probing questions to get to the bottom of the situation. I then apologized to the customer and explained how I was going to resolve the situation. I finally asked them if they were happy with my proposed resolution, to which they confirmed they were.

RESULT – The result was a success as I managed to resolve the complaint to their satisfaction. I replaced the faulty goods they had received and also issued a credit note due to the inconvenience that had been caused. The customer was very happy with the resolution and thanked me for my professionalism.

Q45. – Describe a time when your team or company was undergoing change. How did that impact you, and how did you adapt?

SITUATION – In my previous job we had been conducting our business a certain way for many, many years. A new, young manager came into the team and decided to change everything. Many people found the change difficult to accept, but I decided to embrace it fully and support my manager in the process.

TASK – I felt it was my job, and the job of the other employees, to embrace the change and make it work for the sake of the business. Whilst some people may not like change, I actually think it is a good thing.

ACTION - I started off by listening to my manager during the initial team meeting and asked her some questions about the new methods of working. I contributed to the meeting by pointing out a few potential problems that might occur with the new way of working. My manager took onboard some of the suggestions I made and tweaked her plan slightly to suit. All of the team started to work towards the new way of thinking. Some people voiced their dissatisfaction about the new way of working. I took this as an opportunity to explain to them the potential benefits of working this new way, and encouraged them to embrace it.

RESULT – After 4 weeks of working towards the new plan, we all started to see some positive changes within the organization. People even started commenting on how they liked the changes that our manager had made. Overall, the change was a success, and whilst initially uncomfortable for some, the organization has improved significantly as a result.

Q46. – Give an example of when you have completed a difficult task according to guidelines?

SITUATION - In my previous job I was required to complete a difficult task whilst following company guidelines and a strict brief.

TASK - The task involved me having to carry out an internal audit of products and services to assess which ones were selling the most, and which ones were selling the least. The task was required so that we could identify which products and services were no longer working effectively, with a view to making improvements.

ACTION – I set about auditing the products and services by carefully collecting data over the last 3 years. I used an excel spreadsheet to collate the information by inputting the latest figures first. I followed the brief carefully and made sure the information I was collecting was accurate.

RESULT – The task was completed well ahead of schedule. The information I collected was presented to senior managers and they were able to use the data to improve out-of-date products and, in turn, increase company turnover.

Q47. - Tell me about a time when you went above and beyond what was required at work?

SITUATION - In my previous job, my manager was looking for volunteers to work extra hours over a 4-week period, because we needed to get a particular project completed quickly.

TASK - The project involved intense work collecting data from our website statistics, which would then be used by our marketing department to improve overall customer experience and sales conversions. I volunteered to help out as I knew it was important to assist the business in achieving the project goals.

ACTION - Over the 4-week period, I worked an additional hour each day, which in total added up to 20 hours work specifically dedicated to the project.

RESULT - At the end of the 4-week period, the project was completed satisfactorily and the results were very positive for my employer.

Q48. - Tell me about a time you responded to feedback from someone else?

SITUATION - I'd been working on a task within the office for a few days and whilst I was making steady progress, I felt the way I was approaching the job could be improved.

TASK – My aim was to seek feedback in order to find a more appropriate and efficient way of completing the task.

ACTION - I decided to speak to a more senior member of the company to ask her if she had any tips on how to approach the task differently. After reviewing what I was doing, she made a couple of suggestions for improvement, which I gladly took onboard.

RESULT - After using the new approach to working on the task, my productivity increased significantly, and I completed the task well ahead of schedule and also to a much better standard than if I'd carried on utilizing my old approach. I am someone who will take onboard feedback, as I see continuous improvement as an important part of being a productive employee.

Q49. - When have you worked on multiple projects and how did you prioritize them?

SITUATION - I used to work in a small team of four people and during one particular month, two team members went off sick, which left only two of us to manage the entire office workload and projects.

TASK - I looked at this situation as an opportunity to develop my multi-tasking skills, and so I decided my task was to take on two specific projects one of the team members had been working on, in addition to my own workload.

ACTION - To prioritize the tasks, I drew up a list of work and tasks that needed to be done, and by which time and date. I then placed a priority order number next to each task from ONE to FIVE. FIVE being the lowest priority task, and ONE being the highest priority. I then started working through each task in order of priority, making sure I worked strictly to the deadlines required. Where needed, I would stay behind after normal hours to ensure the completion dates were not missed.

RESULT - The end result was I now feel I am a competent multi-tasker and can be relied upon to take on lots of projects and tasks, whilst ensuring they are all completed to the standards needed.

Q50. - Give an example of a goal you didn't achieve and how you handled it?

SITUATION - In a previous role, I had been working hard to gain an internal company promotion. To meet the demands of the new role, I spent time studying relevant training courses and I also shadowed my line manager for 4 weeks to find out what it takes to perform the role to the standards needed.

TASK – My objective was to achieve promotion, so I could help the company move forward by utilising my skills and attributes.

ACTION - On the day of my promotion interview, I felt I had performed brilliantly and I answered all of the questions required.

RESULT - Unfortunately, after the interview, my senior manager informed me I was not successful. The feedback I received was based on the fact they felt I needed more time in my current role and there were a number of skills I still needed to develop. Although I didn't achieve my goal, I looked upon the experience as a positive one, and I took onboard my senior manager's comments and worked hard to improve for the next round of promotions. 12 month's later, I had the chance to go for promotion again, and this time I was successful.

Q51. – Tell me about a difficult project you worked on where you had significant problems to overcome?

ACTION - During my last project with my current employer, we encountered problems with a client who continually asked for changes to the project specification at a reduced cost. The client was becoming increasingly demanding, and although we had made a couple of changes to the specification already, he kept asking for more.

TASK - It got to the point where I felt the project was in danger of becoming unsafe if we made further changes, and so I arranged a conference call to explain to him my concerns and to seek a positive resolution.

ACTION - During the call, I remained calm and politely explained the consequences of cutting corners from a safety perspective and the potential ramifications if things went wrong. I also explained how it could impact negatively on his brand if anything dangerous happened and this would obviously cause issues from a negative news situation.

RESULT - As soon as I mentioned the potential problems, he changed his tone and agreed to stop requesting unreasonable demands. From my perspective, it is very important to be upfront and honest when dealing with clients during any project and safety must always come first, no matter what.

Q52. - Tell me about a time when you showed integrity and professionalism at work?

SITUATION - I was attended a meeting with my manager at an important client's office where we were discussing a new project we were hoping to quote for. During the meeting, the client began to make a number of subtle, derogatory remarks about me which were clearly aimed at undermining my experience.

TASK – My aim was to remain totally calm and professional during the meeting and to not rise to, or respond to, the comments.

ACTION - As soon as he started to make the remarks, I remained professional and stood by the initial brief my manager gave me prior to attending the meeting. I was determined not to be distracted by his remarks, and I simply ignored them, as I knew how important it was to get the contract over the line.

RESULT - Once we left the meeting, my manager praised me for acting with integrity and professionalism and he thanked me for not retorting in any way. I can always be relied upon to act with integrity and professionalism at all times whilst working for you and will act as a positive role model at all times.

How to Use These Interview Questions and Answers:

These interview questions and answers are intended to guide you in your preparation for your job interview. These questions have been picked by the How2Become team because we believe that they are the best representative of what you will face in your interview.

The sample answers in this resource are collated from years of experience and research in the recruitment sector. The answers confidently display the appropriate qualities and competencies that the interviewer expects from successful candidates.

Read the sample answers carefully, and take note of what skills and competencies they demonstrate. You might notice that, when the question asks for examples, the answer uses the STAR method to construct the response:

Situation. Start off your response to the interview question by explaining what the 'situation' was and who was involved.

Task. Once you have detailed the situation, explain what the 'task' was, or what needed to be done.

Action. Now explain what 'action' you took, and what action others took. Also explain why you took this particular course of action.

Result. Explain to the panel what you would do differently if the same situation arose again. It is good to be reflective at the end of your responses. This demonstrates a level of maturity and it will also show the panel that you are willing to learn from every experience.

In order to get the best possible results, apply this system to your own examples and experiences in working life. These sample answers are intended to inspire you to create your own responses to the questions.

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