



# tips and support to ace an interview



At LGH, it is our aim to deliver a great and fair candidate experience to all who apply for a position. Part of a great recruitment experience is providing potential candidates with the tools and support they may need.

Your CV made an impact when applying for one of our open vacancies (hurray!) and you did a fantastic job highlighting your experience and skills which make you a great candidate for the role. You are now through to the interview stage, and it's a chance for you to prove yourself to your potential new boss either face-to-face or over a Teams call.

To support you throughout the interview process and beyond, we've pulled together our top tips to guide you every step of the way and ease those nerves.

**- LGH Human Resources Department**



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# LET US INTRODUCE OURSELVES

**140**  
EMPLOYEES

LGH are one of the UK's leading lifting equipment rental companies. We live lifting; it's all we do, and we do it well, delivering the safety, certainty, and service our customers need to get the job done.

For over 50 years we have combined the highest quality equipment, unrivalled experience, and industry leading expertise, with excellent customer service, to offer state of the art solutions to meet our customers lifting challenges. Whatever the load, whatever the location, LGH can take the strain, with unmatched reliability, range, and readiness.

We won't settle for less.

**7**  
COUNTRIES

**5**  
LANGUAGES

## OUR VALUES AND MISSION

Honour - Innovation - Respect - Excellence

It's simple - our mission is to support customers across the globe with the safest and most reliable lifting and rigging gear, through continuous investment in our people, our equipment and our IT services.

If that sounds like something you want to be a part of, then read our full job description.

## OUR BENEFITS



## OUR CULTURE



## WHAT SETS US APART



### RANGE

Trusted brand names ensure safety and quality every time, available to hire today.



### EXPERTISE

Over 50 years in providing innovative lifting solutions & quality lifting equipment.



### SIMPLICITY

Let LGH do your heavy lifting on your next project. Rent what you want, when you want.



### SAFETY

All hire equipment checked and certified by our experienced team of engineers.

# **RESEARCHING YOUR POTENTIAL NEW EMPLOYER & SWOT ANALYSIS**

**Ideally, you will seem well-informed and enthusiastic about working at our Company. All candidates are encouraged to research online to find out:**

- The products and services we offer
- When we were established
- How many people work for the company, and how many offices, branches or sites there are
- Who are our main rivals
- The company vision and mission statement

## SWOT stands for Strengths, Weaknesses, Opportunities and Threats



A SWOT analysis could be completed before you go for an interview so you are fully prepared to talk about the role, the environment and the company at your interview.

A SWOT analysis is an assessment of data which is organised into four sections (as listed above). By separating the sections into Strengths, Weaknesses, Opportunities and Threats the data collected can be put in a logical order that helps understanding, presentation, discussion and decision-making and will be hugely beneficial to you at an interview.

A SWOT Analysis is used to assess amongst others the following:

- A company's current performance
- What market it aims itself at and how it is competing
- Product range
- Ideas to improve sales
- Opportunities to increase footfall
- Customer service
- Competitors

The following SWOT Analysis Template has points that should be thought about when completing a SWOT. These are only examples and are to be used as you find them helpful.

### STRENGTHS

- Advantages of the Environment?
- Competitive advantages?
- USP's (unique selling points)?
- Staff Presence?
- Marketing?
- Innovative aspects?
- Product range?
- Location and geographical?
- Price, value, quality?
- Business culture?
- Management cover?
- Ease of business?

### WEAKNESSES

- Disadvantages of Environment; competitively priced?
- Lack of Staff presence?
- Prices missing? Or point of sale difficult to read?
- Poor stock availability?
- Management cover?
- Poor housekeeping?
- Poor merchandising standards?
- Speed of service?

### OPPORTUNITIES

- Marketing - Points of sale, promotional activity
- Competitor activity?
- Business standards?
- Product range
- Staffing Levels?
- Opening hours?
- Visual Merchandising?

### THREATS

- Marketing - Points of sale, promotional activity
- Competitor activity?
- Business standards?
- Product range
- Staffing Levels?
- Opening hours?
- Visual Merchandising?

**"THERE ARE MANY  
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There are many different kinds of questions you could be asked at your interview, covering topics such as your career, personality and motivation. Your hiring manager/HR team member will tell you what to expect on the day, including what is likely to happen in the interview, who you are likely to meet, if you'll be expected to deliver a presentation or if there are any tests before, during or after.

Below you will find a list of some of the most frequently asked questions to help you in your preparation.

## CAREERS QUESTIONS

In order to continue to grow as a business and to recruit for the best talent for the position we use set criteria and personal assessment. We do this to ensure that all new employees share the same values and culture as we do.

- Why did you move from Employer X to Employer Y ?
- Describe your career history to date and your achievements.
- What are your responsibilities in each role?
- Why do you want to join our company?
- Tell me what you know about the Company and the role

## PERSONALITY QUESTIONS

- What are your strengths and weaknesses?
- How would your friend and colleagues describe you?

## MOTIVATION QUESTIONS

- What motivates you to be successful?
- What has been your greatest achievement to date?

## OPEN QUESTION

- Tell me about yourself

If asked this question, be prepared to talk openly about yourself. Don't be tempted to waffle - be open about yourself to enable the interviewer to get to know you, but make sure you answer in a structured manner.



## COMPETENCY BASED QUESTIONS

A competency or behavioural interview question is one whereby you are asked to provide an example of a past situation to demonstrate you have a particular skill.

Study the main responsibilities of the role and prepare specific and detailed examples of when you have demonstrated these in action. Get the edge by putting a personal spin on your answers, rather than reeling off facts.

You will be asked to discuss your answer in detail and you will often be probed on the example. You will need to ensure you can qualify your answer - interviewers are always interested in the outcome of the situation.

Is your interviewer on LinkedIn? Getting to know as much as you can about them will give you an advantage as you may be able to chat about their role in the company and how it relates to yours.



## LEADERSHIP

- Can you give me an example of an occasion where you have been required to show resilience in order to overcome a difficult situation or tough trading conditions ?
- Can you tell me about a time when you have empowered your team or an individual in order to gain commitment for completing a task?

## TEAMWORK

- Can you give me an example when you have had to launch a new business initiative to the team?
  - How did you launch it?
  - How did you ensure that everybody understood the launch?
- Tell me about a time when you have worked efficiently as part of a team?

## CUSTOMER SERVICE

- Can you give me an example of when you have exceeded a customer's expectations?
- What actions have you taken in the past to improve customer service?
- Describe an occasion when you have received praise relating to the levels of customer service that you have delivered.

## PLANNING & ORGANISING

- How do you monitor the progress of tasks or projects?
- How do you manage your time and objectives?

## COMMERCIAL ACCUMEN

- What are your current KPI's and how are you performing against them?
- Who would you say are our competitors?

## AT THE END OF THE INTERVIEW

Be prepared to ask a number of questions as most interviewers will give you an opportunity for this at the end of your interview. You should plan your questions in advance whilst researching the Company. Asking informed questions at this point shows you have a genuine interest in the position for which you are being interviewed.

Remember not to be negative and try to ask open questions which enable the interviewer to open up and discuss the organisation with you. Examples of the questions you might ask include:-

- What are the opportunities for training and development?
- What are the organisation's future plans?
- Can you talk me through a typical day in the role?
- What are the challenges facing the team/ department/organisation?
- Could you tell me about your experience in the Company?

If you feel confident and you have built a good rapport with the interviewer, ask them when the next stage of the recruitment process will be. Don't be afraid to say you have enjoyed meeting them and make sure you thank the interviewer for their time - then smile and leave with a strong hand shake and good eye contact.



**"FIRST IMPRESSIONS  
COUNT - SO DO NOT  
UNDERESTIMATE  
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OF MAKING AN  
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INTERVIEWER."**

First impressions count - so do not underestimate the importance of making an impact in the first few minutes of meeting your interviewer. Remember that your first impression may also be to the staff in the workshop, or the receptionist - in fact, all the people you meet when going for interviews will be assessing how well you would fit in their Company.

## GENERAL GUIDELINES TO HELP YOU MAKE THE RIGHT IMPRESSION AT THE RIGHT TIME

- Make sure you know the correct name and title of the person interviewing you. If you are unsure about pronunciation, ask your HR contact for verification- and save yourself from an embarrassing mistake.
- The smell of stale smoke can be off-putting, so if you are a smoker try not to smoke just before the interview - no matter how nervous you may feel
- Dress to impress and dress appropriately. Research the dress code of the role within the Company so, whether you opt for casual or smart business attire, you will make the right impression - and it shows you've done your homework. If in doubt, it's best to dress too smart than too casual.
- Whatever the dress code, ensure your clothes are clean and well ironed - and pay attention to your personal grooming too. Dirty nails and unkempt hair will be noticed by the interviewer, for example, as will any problem with personal freshness. And no matter how stressful the interview, you don't want to get yourself noticed for the wrong reasons.
- If you want to convey confidence, keep an eye on your body language throughout the interview. Start with a firm handshake, sit comfortably but avoid slouching, place your hands on your knees - and remember to smile.
- Finally, don't be late! Give yourself plenty of time to be on time or arrive early.

## INTERVIEW APPROACH

- A crucial way to have a successful interview is by ensuring your manner is positive and that you are polite, bright and enthusiastic throughout the interview. You need to demonstrate that you are a motivated individual and one who can show passion for the role and Company.
- Be natural - ensure you maintain good eye contact throughout the interview. Look interested, listen actively and give the occasional nod of agreement or understanding - and remember to say please and thank you wherever it is appropriate.
- Make sure that if you are being interviewed by a number of interviewers, you address the whole of the room whilst focusing the answer on the individual who asked the question.
- Build a relationship with the interviewer, use the time for you to ask questions to ask them why they enjoy working for the Company, try to identify your potential manager and develop a connection with them.
- Sell yourself- this is your opportunity to explain what you have achieved in your career, so ensure you are factual and concise in your answers and always back achievements up with solid examples.
- Listen to the questions and if you need further clarification ask for them to repeat it, then take a deep breath and think about what you are going to say. It is far better to take time to answer a question, than to warble on or miss the point altogether. Remember to answer the questions you are asked, rather than answer to your own agenda.
- Try to avoid talking about salary and benefits; if you have questions regarding this wait until the question is prompted, or until you receive a job offer. This will save you appearing to the interviewer as though this is your main focus rather than the opportunity. Use the interview time to demonstrate what you can offer, rather than putting emphasis on what package the Company can offer to you. The core benefits are usually listed on the Company careers page and on the job advert.
- Don't be negative about your current or previous employer. If you are asked why you want to leave your current role, talk about the reasons why you want to join their company and avoid the temptation to be critical.

**"ACCEPTING A NEW  
POSITION IS AN  
EXCITING TIME -  
LOOKING FORWARD  
TO YOUR FUTURE  
CAREER CAN AND  
SHOULD GIVE YOU A  
REAL SENSE OF  
ACHIEVEMENT."**

# POST-INTERVIEW SUPPORT

## INTERVIEW FEEDBACK

It is important to us that every positive interview that meets the role requirements and company expectations is converted to a formal offer of employment. As such, it is imperative that you maintain contact with the hiring manager. You may also reach out to them to provide feedback on how you feel you performed.

LGH is committed to delivering a great and fair experience candidate experience to all who apply for a position. To help us provide you with the best experience, we advise that you reply to any communication from our HR team or hiring manager in a timely manner. If you have feedback on any of the process, please contact one of our HR team. Please note, this should only be for feedback. Any questions regarding your application will need to be directed to the hiring manager.



## ACCEPTING A FORMAL OFFER

In most cases you will initially receive any offer of employment verbally via the hiring manager. This verbal offer is formal and will not be retracted. You will always receive a written confirmation of a verbal offer from us within 1 working day.

Any offer, whether verbal or written, constitutes a formal offer and any acceptance of this offer would be treated as a professional commitment to join the company. It is important that you consider your offer very carefully and only accept if you are going to honour your commitment in formally accepting the position offered.

# SUPPORT WITH YOUR RESIGNATION

## WRITTEN RESIGNATION

In all circumstances, you should write a formal, concise and professional letter of resignation. Your letter will formalise your intention to terminate your employment and will be a requirement from your employer for your personnel file.

Your letter should be simple and remain factual, detailing your name; current address; when your resignation is effective from; your signature and the date. If you want to add detail into your letter you should not include any personal or negative comments, even if you are leaving under strained circumstances - emphasise the positives about working there and thank them for any opportunities you may have been given.

### EXAMPLE LETTER



Dear....

As required by my contract of employment, I hereby give you [insert your notice period] weeks' notice of my intention to leave my position as [insert job title].

I have decided that it is time to move on and I have accepted a position elsewhere. This was not an easy decision and took a lot of consideration. However, I am confident that my new role will help me move towards some of the goals I have for my career.

Please be assured that I will do all I can to assist in the smooth transfer of my responsibilities before leaving.

I wish both you and [insert name of current employer] every good fortune and I would like to thank you for having me as part of your team.

Yours Sincerley,



# REFERRAL SCHEME

Do you know someone who would be a perfect fit for one of our vacancies? You could be eligible for a reward for referring them!

- You are eligible for a referral award only when you refer external candidates for a specific role (and they are appointed to this specific role) and you are directly employed by the company (e.g. not a consultant/agency contractor/temp).
- You are eligible for a referral award if you are putting forward a genuine candidate you know, who fits the line of work and needs of the business.
- If the candidate you refer is successfully appointed, you will receive a referral award (subject to normal tax and NI) split in to 2 payments. These will be paid out after the employee has completed their 3- and 6-month probation.
- Only one referral award can be given per candidate. If a candidate is referred by more than one employee, the first referral received will be the one rewarded if the candidate is appointed.
- Excluded from scheme eligibility:
  - Senior Managers
  - HR
  - Managers recruiting for their own team

## STANDARD POSITION

**£/€ 500 CASH**

paid out in two installments £/€250 after three months and a further £/€250 after completion of probation period of six months

## MANAGEMENT/SENIOR POSITION

**£/€ 1000 CASH**

paid out in two installments £/€500 after three months and a further £/€500 after completion of probation period of six months

# CONTACT US



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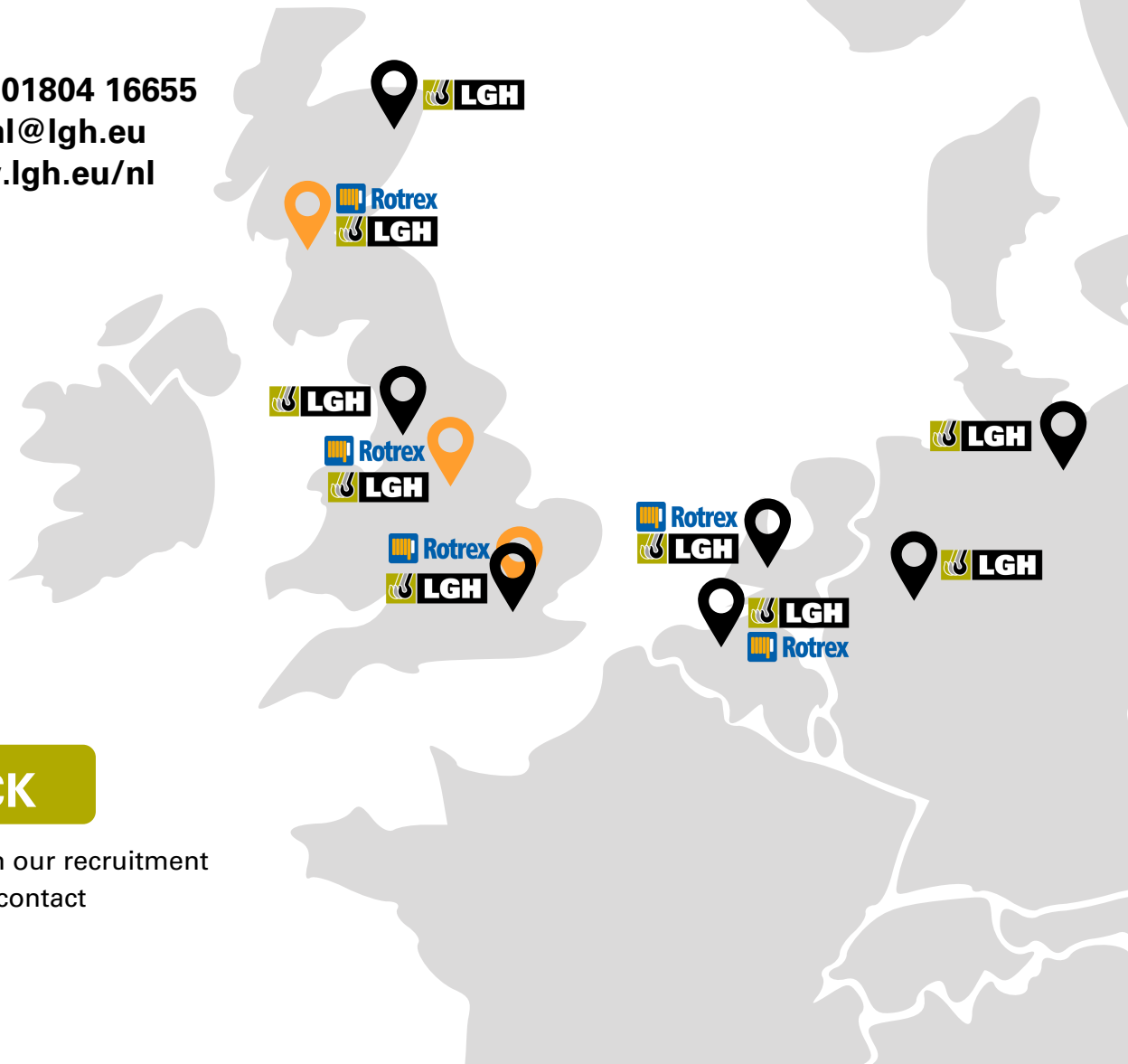
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## FEEDBACK

To leave feedback on our recruitment process only, please contact

[hr@lgh.eu](mailto:hr@lgh.eu)

