



# HOW TO PREPARE FOR A SUCCESSFUL INTERVIEW THE SANTAM WAY

With Santam you are in good company because of how we do things.

## How do you know you are in good company?

At Santam, we know that our people are the greatest contributors to our success. As part of the Santam family, we know there's so much more to you. All that we ask is that you continue to push for excellence, always give of your best and perform your role as you've always done – the Santam way, because you're in good company.

Humanity | Passion | Innovation | Integrity | Excellence

This guide will help you prepare for your interview with Santam and give you confidence to make a great first impression.

## 1. PERFORM A SELF-ASSESSMENT – REALISE YOUR WORTH

Have a clear picture of your interests, skills, values and individual characteristics as these all relate to the position for which you are applying. To make a positive impression, you must first know yourself well so you can better articulate who you are and what you can offer to the organisation.

- Look closely at yourself and the experiences that have shaped you as a person as well as a candidate for the job.
- Have discussions with a friend, relative, advisor or career consultant to help clarify your strongest qualities.

**// You do not only share our excellence mind-set but also the deep sense of purpose we play in our clients' lives and the difference we make in the communities in which we exist. You know that delivering Insurance good and proper really matters. //**  
**- Brand Love**

## 2. RESEARCH SANTAM - INSURANCE GOOD AND PROPER

- Santam's commitment to its policyholders and clients is captured in the brand promise, Insurance good and proper, which emphasises responsible and ethical insurance.
- Gather information about the organisation's goals, history, competitors, and culture to allow more effective communication with the company.
- The Santam website, [www.santam.co.za](http://www.santam.co.za), is a good place to start.
- We are South Africa's largest short-term insurer.

*We look for reasons to pay you, rather than not*

*Santam's brand promise and focus on excellence guides our claims philosophy where we look for reasons to pay a claim, rather than not. That is the essence of what Insurance good and proper does, it eliminates uncertainty.*

### 3. PREPARE QUESTIONS TO ASK DURING THE INTERVIEW

- Brainstorm a list of questions to ask during the interview; keep in mind your goals and expected outcomes of the interview when composing this list.
- Create intentional and intelligent questions from information that you have gathered about both the position and Santam.
- When you are meeting an employer for a first interview, it is discouraged to ask questions about salary – convey enthusiasm for the job, not how much money you will make.

### 4. PRACTICE FOR YOUR INTERVIEW

- Ask a friend or family member to help you practice answering common and potential questions that may come up in the interview.
- Rehearse responses to some common interview questions and polish your presentation in front of a mirror.
- You can even record yourself on your mobile phone and play it back and refine your answers to the questions.

### 5. GATHER RELEVANT INFORMATION AND MATERIALS FOR THE INTERVIEW

- Gather information such as supporting documents for courses, education and past employment.
- Prepare and take along an extra copy of your résumé in addition to the list of questions that you plan to ask the employer.
- Carry these additional materials in a professional folder for easy reference during the interview.

**Interviews can take a variety of formats.  
The two most common interviewing formats include  
the traditional interview and the behavioural interview.**

## **TRADITIONAL INTERVIEWS**

- Traditional interviews consist of questions that can apply to all people applying in a variety of career fields, regardless of the position for which the person is being interviewed for.
- The goal is to determine how well a person knows him- or herself, as well as how familiar the person is with the prospective employer.
- Practice speaking confidently and articulately about your skills and accomplishments.

### **Sample questions include:**

- Tell me about yourself.
- What accomplishments are you most proud of?
- How has your previous experience prepared you for this position?
- What quality or attribute do you feel will most contribute to your career success?
- What specific goals have you established for your career?

## **BEHAVIOURAL INTERVIEWS**

- Behavioural interviews are based on the premise that the best predictor of future performance is past performance; questions require the person to provide information about how they have behaved in certain situations in the past – it provides Santam with insight into how you might behave in a similar situation as an employee.
- Reflect on circumstances that required you to use problem-solving skills, adaptability, leadership, multi-tasking and initiative.
- Describe details of circumstances utilising the S.T.A.R. method to organise your thoughts into Situation, Task, Action and Result so that responses are both thorough and concise.

### **Sample questions include:**

- Describe a time when you demonstrated leadership abilities.
- Describe a time when you faced a challenge or a difficult situation.
- Give an example that demonstrates your ability to make important decisions.
- When have you had to resolve a problem in your manager's absence?
- Give an example of a time when you accomplished something with the help of another.

## TIPS FOR PREPARING FOR THE DAY OF THE INTERVIEW

- Review directions in advance – know exactly where to go for your interview and how long it will take to get there.
- Dress to impress. Avoid anything that could be distracting for the interviewer. You should look neat, clean and professional.
- Arrive for your interview 5-10 minutes early; this will give you an opportunity to relax.
- Bring paper and a pen to take notes or remind yourself of questions to ask and any other supporting documents.
- Put your phone on silent mode.

**// Keep Santam’s brand promise and focus on excellence at hand, this will guide you in terms of what Santam stands for. //**