

**FOR IMMEDIATE RELEASE:  
June 15, 2009**

### **Confidence – The X-Factor in Successful Job Interviews**

*Standing out is more important than ever for job-seekers in a tough economic climate*

(Press Release) June 15, 2009 – In today's difficult economic environment, candidates face tougher than normal circumstances when interviewing for new positions. **According to medical device recruiter, Jay Kshatri, President of The Kensho Group**, "There are many more qualified candidates vying for the same slots, and employers are even more hesitant to make a costly hiring mistake. That means more difficult interviews for candidates."

When companies seek to hire, they're looking to solve a problem or fill a critical need within their organization, Kshatri says. When interviewing candidates to meet this need, the finalists will all have similar technical capabilities and qualifications. However, Kshatri believes there is an "X-factor" that often comes into play in setting apart and selecting the winning candidate: confidence.

"When a candidate is confident about his or her achievements in current and past roles, the interviewer also gains confidence that the candidate will be able to achieve the same levels of past strong performances if hired," says Kshatri.

Occasionally candidates will step over the fine line between confidence and arrogance. The trick is for the successful candidate to find this balance and focus on letting confidence project through by relating specific examples of successful projects and assignments that show his or her strengths, or **Core Competencies**.

A particularly strong way to communicate Core Competencies is to use the **CAR model**. "CAR" stands for Challenge, Actions, and Results. Using this model, the candidate tells the interviewer, "Here is the challenge I faced, these are the actions I took, and these are the results I achieved."

#### **An example using the CAR model to show a Core Competency of "Resourceful":**

- **Challenge:** The company wanted to be able to offer a new version of our product, which would be optimized for a different patient population. The business case was compelling and the marketing team was enthusiastic. Unfortunately, we did not have any additional R&D budget to accommodate this product.
- **Action:** Knowing how much extra revenue and profit this new product could generate for the company, I began to research alternative paths we could take to realize the product. We conducted a thorough review of our existing portfolio in development and re-established the ROI for each product. In this review it became apparent that the market conditions for a couple of the products had turned unfavorable. Therefore, we were able to eliminate these from the R&D plan and free up resources for the new product that we knew would be more profitable.
- **Result:** We were able to develop and commercialize the new product within the existing R&D budget and, by eliminating a couple of the other programs, we saved \$1M overall in expenses while still developing the new product. The new product went on to be a major success for the company, generating over \$100M in new revenue on a yearly basis.

When accomplishments are presented in this fashion, it's a powerful approach for showcasing a candidate's strengths. It allows a candidate to speak confidently about his or her achievements and to do so with concrete data. Kshatri notes: "With a confident CAR approach to the interview, candidates will shine above their competition and allow hiring authorities to more easily see why they are the right fit for the job."

# # #

**About The Kensho Group**

The Kensho Group is a high-integrity executive search company, specializing in providing management and executive recruiting services for Medical Device companies throughout the U.S. as well as globally. We focus on Cardiovascular, Neurological, and Ophthalmic companies needing executives, managers, and specialized talent with technical knowledge in areas such as Clinical and Regulatory Affairs, Research & Development, and Sales. Our clients include small to mid-size firms as well as Fortune 500 companies.

For more information about The Kensho Group and its best-in-class practices, visit us online at [www.thekenshogroup.com](http://www.thekenshogroup.com), or contact Jay Kshatri, President: 610-395-6923, ext. 200, or [jay.kshatri@thekenshogroup.com](mailto:jay.kshatri@thekenshogroup.com).