

Uco Jillert Wiersma earned his PhD in Industrial/Organizational Psychology from New York University where he learned to apply discoveries in science to solve practical problems. The best practices are evidence-based because they have been tested in the lab and proven in the field. Wiersma first applied evidence-based Human Resource Management principles while working for the computer automation subsidiary of the New York Stock Exchange. For example, he designed a structured interview guide to help line managers hire computer/programmer analysts. Managers told him, "It works!"

Subsequently, Wiersma taught Human Resource Management at the University of Washington (United States), Vrije Universiteit (Holland), National University of Singapore, Hong Kong Baptist University, University of Tilburg (Holland), and at the American University of Sharjah (United Arab Emirates). His research has been published in leading scientific journals such as *Personnel Psychology*, *Journal of Organizational Behavior*, *The Leadership Quarterly*, *Behavioral Sciences and the Law*, *Human Relations*, and *Journal of Occupational and Organizational Psychology*. He is currently Professor of Human Resources at Tongji University in Shanghai, China, where he teaches, conducts research, and writes evidence-based books about Human Resource topics that fulfill practical needs for broader audiences. His work is guided by the principle, Human Resources for resourceful humans.

Business/Careers

Preparing for a job interview is much easier when you know what to expect. *Interview Charisma* puts the findings of over 100 scientific studies about employment interviewing to work for job candidates. Together, these studies reveal that job interviews advance through four separate stages: from the initial greeting, to casual conversation, then presenting your credentials, and finally to the close. Know what's required during each stage and walk into your next job interview with the mindset: "I'm competent and friendly; let me explain to you why I will excel at this job and fit in this company."

*Performance in a job interview is too important to leave to myths and old advice. Interview Charisma is practical, fact-based, and an easy read.*

VICTORIA BERGER-GROSS, Senior Vice President, Global Human Resources, Tiffany & Company

*This book is an evidence-based how-to manual, written in an easy-to-read, conversational style, and packed with practical, proven techniques to maximize your chances of acing the interview.*

WAYNE CASCIO, Distinguished Professor of Global Leadership, University of Colorado

*At last, an easy-to-understand book, based on research findings, that applicants can use to get a job. The subject matter is unique in taking the perspective of the interviewee rather than the interviewer. I really liked the book and gave it to my sons to read.*

GARY P. LATHAM, Secretary of State Professor of Organizational Behavior, University of Toronto

[www.interviewcharisma.com](http://www.interviewcharisma.com)

Human Resources for resourceful humans

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CAREER  
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# Interview Charisma

## Evidence-based Strategies to Help You Win the Job You Deserve



Uco Jillert Wiersma, PhD

You have but one opportunity to present your value to a company, so it's important to know the interview techniques that work and those that don't. *Interview Charisma* translates pearls of wisdom from high-quality research to practical interview advice.

*Interview Charisma* divides the job interview into four stages and coaches you through each one. By knowing how to present your style in stages 1 and 2, you create the opportunity to present your substance in stages 3 and 4. Styles sell substance and substance sells hire value. You project charisma in the interview when you focus on the big picture and follow on all four stages together. And, because you can anticipate what the interviewer needs, you will feel relaxed throughout the interview.

Use the *Interview Charisma* method of interviewing for jobs in all industries and types of companies, from small family establishments to the Fortune 500. Use it for the typical conversational, tell-me-about-yourself interview style and for the increasingly popular behavioral and competency format. Whether you're going to a first or second interview; interviewing with a single interviewer or a panel; having an impromptu breakfast, lunch, or dinner interview; or a phone or video interview—you will dramatically increase your chances of winning the job you deserve.