

# 5 Musts of Preparation

### that will improve your audit interview







### 1. Objectives



Set up **specific**, adjustable and **measurable** performance-oriented goals in a positive way.



Identify areas for **flexibility** and consistency in your professional style.



Effectively use the **information** collected **before** the interview.

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## 2. Formal or Friendly?

Everything conveys messages: words, apparel, tone, and **gestures**.



Pauses and **good writing** instruments make a difference when discussing a contract.



Nothing should be worn, said or done that might **distract** the interviewee's attention.

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### 3. Consistency vs. Adjustments

What elements of the style should remain consistent and what - adjusted?



Rely on the information about the client's **business culture**.



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### 4. Assumptions and Plans

Information can empower or inhibit.

Conclusions drawn too early often lead to miscommunication.



**Collect** the information before the interview and make your **conclusions** on time.



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### **5. The Audit Checklist**

Combine the checklist with the notes on your pad, leaving spaces.



Glance at the next question when you write your comments - without distracting the flow of the interview.







Every professional in sport has a coach.

Most high profile professionals in business and politics have coaches.



Coaches offer a safe environment to set up professional goals and achieve success.

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Our training course Learn Journalists' Secrets will serve as your personal coach

to map your goals as an and interviewer, and move your skill set to the next level, with the support communication experts.

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