

THE FORMULA: PAB FORMULA

P - POSITION

Who are you now and how much experience do you have?

A - ACHIEVEMENT

One specific result you are proud of. Use a number if possible.

B - BRIDGE

Why did this role and company catch your attention? Connect your story to them.

KEY PHRASES

I currently work as...	Я зараз працюю як...
I have X years of experience in...	Маю X років досвіду у...
I am particularly proud of...	Я особливо пишаюся тим, що...
What brought me to this field was...	До цієї сфери мене привело...
I am looking for an opportunity to...	Я шукаю можливість...
This role appeals to me because...	Ця посада мене приваблює тим, що...

TIPS

- + Keep your answer to 60-90 seconds (130-160 words). Time yourself.
- + Start with the present, not your autobiography or childhood.
- + Use facts, not generic adjectives: "I reduced costs by 20%" beats "I am hardworking".
- + Speak directly about your achievements -- in English this is not boasting, it is expected.
- + Always end by connecting your story to THIS specific role and company.

INTERVIEW CRIMES: WHAT NOT TO SAY

x "I was born in Kyiv in 1995. I went to school..."

Autobiography instead of a professional introduction. Nobody asked about your childhood.

x "As you can see from my CV, I worked at X and then at Y..."

Just reading the CV. The interviewer has already read it. Tell a story, not a list.

x "I am a hard-working, responsible and communicative team player."

Overused adjectives with zero proof. Every candidate says exactly this.

x "Hmm... good question... well, I guess... basically... you know..."

Filler speech signals you are unprepared. Silence is better than "basically".

