**Video Title:** Ford Interview Process

**Video URL:** <https://www.youtube.com/watch?v=yw3kpqe1fXo>

**Run Time:** 2:53

**Source:** HR360INC/YouTube

**Close Caption Available:** Yes

The interview process is described on pages 137-140 of the textbook. The purpose of this video is to help job applicants who have been invited for an interview at Ford to prepare so they present themselves in a positive light. The applicant is congratulated for having earned a job interview. The applicant is advised to understand the history of the company and its products, and especially “our truths,” which explains the corporate culture. Applicants are pointed toward a website that will provide them helping information in understanding the company before the interview. To become a successful Ford employee, it is necessary to be comfortable with the culture, and perhaps explain how you will fit into the system.

The presenter advises applicants to be prepared to discuss their background, experience, and expertise, and to ask relevant questions about the company and the job. Candidates who have aced the interview will be invited to have lunch, courtesy of the Ford Motor Company. The major piece of advice the presenter offers is show the company your best self, and to be yourself.

*Questions for Thought and Discussion*

1. Why would Ford Motor Company advise applicants on how to do well in a job interview tithe company?

2. Why “be yourself” in a job interview that you really want? Wouldn’t it be better to present an exaggerated positive view of who you are?

3. How well does the presenter’s suggestion with respect to learning about Ford before the interview fit standard interview advice?

4. Stretch your imagination a little by giving an example of how an applicant to Ford could demonstrate how he or she fit in with the culture.

5. What is your evaluation of the spoken communications skills of the presenter in this video?