

Interview Cheat Sheet: The 20-Word Intro Rule

Formula

I help [*type of pupils*] to [*key outcome*] and [*key outcome*].

Examples That Work:

Autism Support:

"I support autistic pupils to feel safe, communicate their needs and learn at their pace."

Sensory Needs:

"I help pupils with sensory needs feel regulated, focused and ready to learn."

Speech & Language or non-verbal communication:

"I give non-verbal pupils tools to communicate, make choices and build friendships."

SEMH Support:

"I help pupils with anxiety and trauma to trust adults, manage emotions and succeed."

Your Action Plan:

1. Write your 20-word intro
2. Practise until it feels natural
3. Keep it under 10 seconds
4. Lead with outcomes, not qualifications

For more interview tips, read the full guide online at:

Axcis Blog: The 20-Word Introduction That Gets You the Job