



The Interview Preparation Blueprint™

Purpose

Most candidates spend hours preparing answers and minutes researching the company.
The best candidates prepare for the conversation, not just the questions.
Use this blueprint 24 hours before every interview.

Pre-Interview Check

Research the Business

- | | |
|--|--|
| ☐ I understand what the company does. | ☐ I know who their customers are. |
| ☐ I know how they make money. | ☐ I know what makes them different. |

Research the Role

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|---|--|
| ☐ I have reviewed the job description. | ☐ I can explain why I am a fit. |
| ☐ I understand the key responsibilities. | ☐ I can explain where I will add value. |

Research the Interviewers

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|--|--|
| ☐ I reviewed their LinkedIn profiles. | ☐ I know who I will be speaking to. |
| ☐ I understand their role. | |

The 3 Stories You Must Prepare

Every strong interview should include examples that demonstrate:

Achievement

"What have you accomplished?"

Example

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|---------------------|-----------------------|-----------------|
| ✓ Increased revenue | ✓ Improved efficiency | ✓ Reduced costs |
|---------------------|-----------------------|-----------------|

Challenge

"What problem have you solved?"

Example

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|---------------------|--------------------|----------------------|
| ✓ Difficult project | ✓ Difficult client | ✓ Difficult deadline |
|---------------------|--------------------|----------------------|

Growth

"What have you learned?"

Example

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|-------------|------------------|-------------------------|
| ✓ New skill | ✓ New technology | ✓ Leadership experience |
|-------------|------------------|-------------------------|

Questions You Should Ask

Avoid

- ✗ What are the working hours?
- ✗ How much leave do I get?
- ✗ How quickly can I be promoted?

Ask

- ✓ What does success look like after 12 months?
- ✓ What are the biggest challenges facing the team?
- ✓ What do your top performers do differently?
- ✓ Why is this position available?

The Final Check

Before the Interview

- | | |
|--|---|
| ☐ Tested technology | ☐ Prepared questions |
| ☐ Confirmed time zone | ☐ Reviewed CV |
| ☐ Reviewed company | |

The Darwin Rule

If you leave the interview without learning something new about the business, you didn't ask enough questions.

Top 5 Candidate Mistakes

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|-------------------------|--------------------|
| 🚩 No company research | 🚩 Generic answers |
| 🚩 No questions prepared | 🚩 Talking too much |
| 🚩 Not explaining impact | |