

# How to Prepare for an Interview – Workbook for Senior Leaders

This workbook is designed for senior professionals who may have spent many years within the same organization and are now preparing to explore new opportunities. Interview preparation at senior levels is not about memorizing answers—it is about clarifying the value you bring as a leader and articulating your impact with confidence.

## 1. Research the Company and the Role

- Review the organization's strategy, industry position, and leadership team.
- Understand why the role exists and what business challenges it is expected to address.
- Identify how your experience aligns with the company's current priorities.

## 2. Confirm Interview Logistics

- Confirm the interview format (virtual, in-person, or panel).
- Check the meeting link, location, or technology setup in advance.
- Review the names and roles of the interviewers.

## 3. Understand the Business Needs

- Increasing productivity or operational efficiency
- Creating new revenue opportunities
- Reducing cost or improving processes
- Leveraging industry relationships
- Improving customer satisfaction

## 4. Review Your Leadership Skills

- Functional expertise and domain knowledge
- Strategic thinking and decision-making capability
- Leadership strengths and team-building ability

- Experience navigating complexity and change

## 5. Reflect on Your Key Achievements

- Major initiatives you led
- Business challenges you solved
- Measurable outcomes you created
- Benefits delivered to the organization

## Value Reflection Exercise

- I have strong knowledge of: \_\_\_\_\_
- The value I bring to the company is: \_\_\_\_\_
- My top three achievements are: \_\_\_\_\_
- My market differentiator is: \_\_\_\_\_
- My best marketable skills are: \_\_\_\_\_

Preparing thoughtfully for an interview helps senior leaders move from self-doubt to clarity. When you understand the value you bring and can articulate it confidently, interviews become conversations about contribution rather than evaluation.