

INSEAD

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 MBA PROTOCOL

INTERVIEW INTELLIGENCE SERIES • QUICK GUIDE • 2026

The interview, decoded from real client reports



AT A GLANCE **Warm, personal, conversational**

WHO INTERVIEWS

Two alumni, in separate interviews

FORMAT

Zoom or in person, near you

LENGTH

45 to 60 minutes per alum

ALSO

A recorded video interview

What to expect

INSEAD assigns two alumni in your region, and you contact each one yourself to set up a separate interview. Each feels like a chat with a senior colleague: your story, why INSEAD and your goals, then wherever the conversation goes, with culture and travel never far away. Some alums probe the logic behind your goals; some share candid advice. Expect generous time for your questions.

Questions to prepare

1. Why INSEAD, and how does it fit your career plan?
2. Tell me about yourself, or walk me through your CV.
3. Why an MBA, and why now?
4. What are your goals, and why those goals?
5. Tell me about your travels, languages or interest in other cultures.
6. How do you work in multicultural teams?
7. What kind of leader are you?
8. Why did this job end, and how did you measure success?
9. Where else did you apply? Is INSEAD your first choice?
10. How will you handle INSEAD's intensity and pace?

CURVEBALL

They read every word

Some alums study the application closely and ask about anything that looks like a gap. Know your application cold, gaps and all.

PREP TIPS

Two alums, two personalities

One alum is often more formal or probing than the other, so don't assume the second will mirror the first.

Practice the video

Every applicant also completes a short recorded video and written assessment, due within 48 hours of the application deadline. Prep time is very short.

FROM INTERVIEW HERO Bring your travels to life



Culture, languages and travel come up more than at US schools. Interview Hero's Four C's turn a cultural clash or a year abroad into a story with real stakes.

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