

Kellogg

KELLOGG SCHOOL OF
MANAGEMENT, NORTHWESTERN
UNIVERSITY

★ MBA PROTOCOL

INTERVIEW INTELLIGENCE SERIES • QUICK GUIDE • 2026

The interview, decoded from 68
MBA Protocol client debriefs



AT A GLANCE Warm, structured, behavioral

WHO INTERVIEWS
Alum, adcom or student

FORMAT
Virtual, one-on-one

LENGTH
30 to 45 minutes

YOUR FILE
Blind: resume only

What to expect

A friendly conversation that runs on a script. Almost every interview opens with your resume, often with pointed questions on promotions, team size and each move. Then come teamwork, leadership and feedback stories, followed by goals and why Kellogg. Follow-ups tend to be light, and interviewers move briskly from question to question. Recent adcom interviews were kept to 25 to 30 minutes, with 5 to 15 minutes for your questions.

Questions to prepare

1. Walk me through your resume, or tell me about yourself.
2. Why Kellogg?
3. Why an MBA, and why now?
4. What are your short-term and long-term goals?
5. Tell me about working on a diverse team. What was challenging?
6. How will you contribute to the Kellogg community?
7. What is your leadership style?
8. Share two pieces of constructive feedback and how you responded.
9. Tell me about a time you faced a conflict or a difficult teammate.
10. What three words would your colleagues use to describe you?

CURVEBALL

The plan B question

"If you don't get into Kellogg, or any business school, what will you do?" Some alumni also ask where else you applied. Show conviction without trashing anyone.

PREP TIPS

Signature phrasings

"Three words" and "two pieces of constructive feedback" recur word for word across alumni, adcom and student interviews. Have both ready.

A bumpy interview is not fatal

Late interviewers, technical glitches, a flubbed answer: one rough moment does not decide the interview. Stay steady.

FROM INTERVIEW HERO Make "we" work for you



Kellogg's team culture tempts you to tell every story in the plural. Interview Hero's Strategic "We" shows when the team belongs in your story, so your own role still shows.

Chapter 8: Stakes, Payoffs, Vividness, and Villains •
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