

The interview, decoded from real client reports



AT A GLANCE **Long, formal, ends with a case**

WHO INTERVIEWS

An alum, usually matched by region

FORMAT

Mostly virtual, one-on-one

LENGTH

60 to 90 minutes, sometimes longer

SIGNATURE

A five-minute case or talk

What to expect

LBS interviews are long alum conversations: your story, your goals and a hard look at why an MBA and why LBS, then behavioral examples. Most end with a short case or presentation. Alums are friendly but often formal, working through a set list before loosening up. Some drill into every CV line, others barely know your file, so lead with a clean story either way.

Questions to prepare

1. Why LBS? Why LBS over a US school or INSEAD?
2. Tell me about yourself and walk me through your career so far.
3. What are your short-term and long-term goals after the MBA?
4. Why an MBA, and why now? Why not stay in your current role?
5. Tell me about working in a diverse or international team.
6. What is your view on a key trend or debate in your industry?
7. Tell me about a time you failed.
8. Tell me about a conflict or a difficult person on your team.
9. What will you bring to LBS, your study group and the community?
10. What is your plan B if your post-MBA goal does not work out?

CURVEBALL

The case comes late

The case is read aloud, you may ask clarifying questions, then you get about 5 minutes to prepare and 5 to present. Sessions have run past 90 minutes, and some past two hours. Keep energy in reserve.

PREP TIPS

Anything you sent is fair game

Interviewers may follow up on things you sent LBS outside the application, or on students you say you spoke to. Review everything you have written to LBS.

FROM INTERVIEW HERO The why behind the why



LBS alums loop on motivation: why an MBA, why now, why LBS. Interview Hero's chapter on why questions starts from a Career Bucket List and being "human capital greedy" to give your answer real roots.

Chapter 12: Why Do You Want This Job? · [Get it on Amazon](#)

YOUR LBS INVITE JUST LANDED?

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