

The interview, decoded from 27 MBA Protocol client debriefs



AT A GLANCE Few questions, deep follow-ups

WHO INTERVIEWS
An alum (89%)

FORMAT
Mostly virtual, one-on-one

LENGTH
45 to 60 minutes, often more

ALSO
15 to 30 minutes for your questions

What to expect

An alum explains the format, asks four or five set behavioral prompts, then digs into every story: what you did, what you were thinking, how others reacted, what happened next. Process matters more than results. Why MBA and why Stanford usually come up, though not always. The structured part runs 30 to 45 minutes, then you get real time for your own questions. Alumni may have only skimmed your resume.

Questions to prepare

1. Why an MBA, why now, and why Stanford?
2. Tell me about a time you convinced someone or changed a group's direction.
3. Tell me about an accomplishment you are most proud of.
4. Tell me about a time you wanted something but were blocked.
5. Tell me about a time you developed others or created an environment for growth.
6. Walk me through your resume, or tell me about yourself.
7. Tell me about a time you noticed something no one else did.
8. What are your goals? Where do you see yourself in 5 or 10 years?
9. Tell me about a time you went beyond your formal authority.
10. Tell me about a time you failed. What happened next?

CURVEBALL

Left-field prompts

Interviewers have asked about your childhood, what you think about debt, what ties your resume together, or for a recent book and an insight from it. Answer simply and honestly.

PREP TIPS

Is this story real?

Interviewers ask how many people were involved, when it happened, what you were thinking. Several clients felt they were checking that the story held up. Know every detail.

Set up your company early

If your work is niche, explain what your company does and what you do up front.

FROM INTERVIEW HERO

Stories that hold up under questions

Stanford alumni spend most of the hour inside a few stories. Interview Hero's Four C's put your choices at the center, so a story stands up to any follow-up.

Chapter 6: How to Tell an Epic Story • [Get it on Amazon](#)



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