

Kenan-Flagler

KENAN-FLAGLER BUSINESS SCHOOL,
UNC CHAPEL HILL

 MBA PROTOCOL

INTERVIEW INTELLIGENCE SERIES • QUICK GUIDE • 2026

The interview, decoded from real client reports



AT A GLANCE **Friendly, scripted, tightly timed**

WHO INTERVIEWS
Admissions staff

FORMAT
Virtual or on campus,
one-on-one

LENGTH
30 minutes, strictly kept

STYLE
Values and self-
assessment

What to expect

Kenan-Flagler interviews are short, mostly warm conversations with admissions staff working from a set list. Beyond the classics (your story, why an MBA, why UNC), expect questions about who you are: your values, strengths, leadership and what you bring to a team. Interviewers hold firmly to 30 minutes, so time for your own questions can be tight.

Questions to prepare

1. Tell me about yourself, or walk me through your journey.
2. Why an MBA?
3. Why Kenan-Flagler? What three things do you hope to learn here?
4. What strengths do you bring to a team?
5. How would you describe yourself as a leader?
6. Tell me about an accomplishment you're proud of and its impact.
7. What are your values?
8. What can your peers at Kenan-Flagler learn from you?
9. Tell me about a challenge and how you navigated it.
10. Describe a time you faced an ethical dilemma.

CURVEBALL

Superpowers and assumptions

One interviewer asked for a superpower you wish you had, one you already have, and something people assume about you that isn't true. Others asked for lists, like four traits of a good leader.

PREP TIPS

Have countable answers ready

Prompts often ask for a number: three strengths, three things you hope to learn, two or three proud moments. Prepare crisp lists.

Budget the 30 minutes

The clock is firm and one interview felt rushed. Keep answers tight and have a short question ready for the end.

FROM INTERVIEW HERO Know your strengths cold

Questions about your strengths, values and what peers can learn from you reward knowing your own track record. Interview Hero's Success Inventory helps you build it.

Chapter 9: Get Your Stories Ready for Showtime • [Get it on Amazon](#)



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