

RESOURCE #2 | EXECUTIVE INTERVIEW COMMUNICATION

INTERVIEW PLAYBOOK

**YOU WALK
THE WALK.
NOW TALK
THE TALK.**

For international
professionals who need
clarity, confidence and
strategy under pressure.

A practical guide to answering
common interview questions
without sounding memorised.



Designed for
international
professionals



Real-world
answers that
sound natural



Clear structure,
practical
frameworks



Build confidence.
Make an impact.
Move forward.



WHY INTERVIEWS FEEL HARD EVEN WHEN YOUR ENGLISH IS GOOD

An interview is not just an English test. It is communication under time pressure.



LANGUAGE PRESSURE

You may know the words, but you need to choose them quickly, accurately and professionally.



PERFORMANCE PRESSURE

You are trying to sound confident, relevant and natural while being evaluated.



TRANSLATING IN YOUR HEAD

When you prepare in one language and perform in another, your answer can become slow or too formal.



FEAR OF MISTAKES

Small errors can feel bigger than they are. This makes many capable professionals speak too carefully.



THINKING WHILE SPEAKING

You are forming ideas, translating, monitoring grammar and reading the interviewer's reaction at the same time.



THE GOAL IS NOT
PERFECT ENGLISH.
THE GOAL IS **CLEAR**
COMMUNICATION.

THE BIGGEST INTERVIEW MISTAKE



Most candidates try to memorise complete answers. That feels safe before the interview, but it often sounds flat in the interview.



WHAT MEMORISED ANSWERS OFTEN CREATE

- ✗ You sound rehearsed instead of engaged.
- ✗ You panic if the question is asked differently.
- ✗ You focus on remembering words, not connecting with the interviewer.
- ✗ Your answers can become too long, too general or too perfect.



INTERVIEWERS WANT

- ✓ Clarity: Can they understand your main point quickly?
- ✓ Structure: Can you organise your thinking under pressure?
- ✓ Authenticity: Does your answer sound like a real professional speaking?



MEMORISE IDEAS, NOT SCRIPTS.

THE ANSWER FRAMEWORK



Use this structure when you need an answer that sounds natural but still has direction.

01



PRESENT

Where you are now professionally.

02



PAST

The experience that brought you here.

03



EVIDENCE

A result, skill or example that proves your value.

04



FUTURE

Why this role is the logical next step.



WEAK EXAMPLE

I am an engineer. I have worked in different companies and I am responsible and hardworking. I want to grow and learn more.



STRUCTURED EXAMPLE

I am a software engineer with six years of experience building internal tools for operations teams. Earlier in my career, I worked mainly on support and automation, which helped me understand business problems from the user's side. In my current role, I led a reporting project that reduced manual work by around 30%. I am now looking for a role where I can combine technical delivery with more ownership of product decisions.



**CLEAR STRUCTURE.
STRONG IMPACT.**

QUESTION 1: TELL ME ABOUT YOURSELF



They are not asking for your life story.
They want a clear professional summary
that helps them understand your fit for the role.



WHAT TO INCLUDE

- ✓ Your current professional identity.
- ✓ Your relevant experience or background.
- ✓ One proof point or achievement.
- ✓ Why you are interested in this next step.



USEFUL LANGUAGE

- "I would describe myself as..."
- "My background is mainly in..."
- "Over the past few years, I have focused on..."
- "One project I am proud of is..."
- "What interests me about this role is..."



MODEL ANSWER

I am a **data analyst** with a background in finance and operations. Over the past five years, I have worked with **reporting, process improvement** and **stakeholder communication**. In my current role, I **created a dashboard** that helped managers identify delays earlier and improve weekly planning. What interests me about this role is the opportunity to **use analysis** in a **more strategic environment** and support better business decisions.



**BE CONCISE. BE RELEVANT. BE YOU.
MAKE EVERY WORD COUNT.**

QUESTION 2: WHY DO YOU WANT THIS ROLE?



A strong answer connects the role, your experience and the value you can bring.



WHAT TO INCLUDE

- ✓ Show that you understand the role.
- ✓ Connect the role to your skills and experience.
- ✓ Explain the value you can bring.
- ✓ Mention a genuine reason the company interests you.



USEFUL LANGUAGE

- “What attracted me to this role is...”
- “This position matches my experience in...”
- “I am particularly interested in...”
- “I believe I could contribute by...”
- “This feels like a strong match because...”



MODEL ANSWER

I am interested in this role because it combines **technical problem-solving** with direct **collaboration across teams**. In my current position, I have enjoyed improving processes, but I would like to work **closer to product and customer needs**. Your focus on **practical digital transformation** is also appealing to me. I believe I could contribute **strong analysis and thinking, clear communication** with non-technical stakeholders and **experience delivering improvements** in complex environments.



**SHOW THE CONNECTION.
MATCH THEIR NEEDS WITH YOUR STRENGTHS.**

QUESTION 3: WHAT ARE YOUR STRENGTHS?



A strong answer is not a list of positive adjectives. It is a claim supported by evidence.



WHAT TO INCLUDE

- ✓ Name one strength that matters for the role.
- ✓ Explain how you use it at work.
- ✓ Give a short example or result.
- ✓ Connect it back to the job.



USEFUL LANGUAGE

- “ 'One strength I bring is...'
- “ 'This has helped me to...'
- “ 'A recent example would be...'
- “ 'I think this would be useful in this role because...'



MODEL ANSWER

One strength I bring is **calm problem-solving**. In busy situations, I am able to **separate the urgent issue** from the background noise and **decide what needs to happen first**. For example, when our team had a system issue before a deadline, I **coordinated the update process**, **kept stakeholders informed** and helped us **deliver with only a short delay**. I think this strength would be **useful in this role** because it requires **clear decisions under pressure**.



SHOW, DON'T TELL.
ONE STRENGTH. REAL IMPACT.

QUESTION 4: TELL ME ABOUT A CHALLENGE YOU FACED



Behavioural questions need a story. Keep it simple, specific and focused on your actions.

S



Situation

What was happening?

T



Task

What was your responsibility?

A



Action

What did you do?

R



Result

What changed?



MODEL ANSWER

In my previous role, we had a project that was **delayed because two teams understood the requirements differently**. My **responsibility** was to clarify the issue and help the project move forward. I **organised a short meeting with both teams**, summarised the disagreement in simple terms and **created a shared action list** with owners and deadlines. **As a result**, we **removed the confusion**, **delivered the first version** the following week and **improved** the way we confirmed requirements on later projects.



**A GOOD STORY SHOWS YOUR IMPACT,
NOT JUST THE PROBLEM.**

QUESTION 5: WHY SHOULD WE HIRE YOU?



This question is not about proving you are perfect. It is about showing the value you can bring.



WHAT TO INCLUDE

- ✓ Start with the main value you offer.
- ✓ Connect your experience to the role's needs.
- ✓ Give evidence that you can deliver.
- ✓ End with confident interest, not desperation.



USEFUL LANGUAGE

- “ 'I can bring a combination of...'
- “ 'What makes me a strong fit is...'
- “ 'I have already shown this by...'
- “ 'I would be able to contribute quickly by...'



MODEL ANSWER

I believe I would be a strong fit because I bring both **technical experience** and the ability to **communicate clearly** with different stakeholders. In my current role, I have delivered improvements that **reduced manual work** and **made reporting more reliable**. I understand that this position needs someone who can **solve problems**, **work independently** and **explain complex information clearly**. I would be able to **contribute quickly**, especially in improving processes and helping teams make better decisions.



SHOW THE VALUE. BUILD TRUST.
MAKE THEM WANT YOU ON THE TEAM.



INTERVIEW LANGUAGE TOOLKIT



Use these phrases to sound calm, organised and professional when you need a moment to think.



BUYING TIME

- "That's a good question. Let me think for a moment."
- "There are a few parts to that answer."
- "The example that comes to mind is..."
- "I would approach that in two ways."
- "Let me give you a specific example."



CLARIFYING

- "Could I check what you mean by...?"
- "Do you mean in a technical sense or a team sense?"
- "Would you like me to focus on my current role or previous experience?"
- "Can I clarify the context before I answer?"
- "When you say priorities, are you referring to deadlines or business impact?"



STRUCTURING ANSWERS

- "First, I would say..."
- "The main reason is..."
- "A practical example is..."
- "The result was..."
- "To summarise, my main point is..."



CONFIDENCE AND UNCERTAINTY

- "I am confident in my ability to..."
- "I have dealt with similar situations before."
- "I have not worked with that exact tool, but I have experience with similar systems."
- "I would need to check the details, but my initial view is..."
- "I am comfortable learning quickly when the foundation is clear."



**GOOD COMMUNICATION ISN'T ABOUT HAVING ALL THE ANSWERS.
IT'S ABOUT HANDLING THE MOMENT WELL.**

INTERVIEW ANSWER BUILDER



Don't write scripts. Build flexible answers you can adapt naturally during an interview.



QUESTION

Write the interview question here:



MY MAIN MESSAGE

What is the one thing I want the interviewer to remember?



EVIDENCE

What example, achievement or result supports this?



USEFUL PHRASES

Choose one phrase from the toolkit:



MY FIRST ANSWER

Notes:



MY IMPROVED ANSWER

After practising aloud, what would I change?



COACH SELF-CHECK

- ☐ Did I answer the question directly?
- ☐ Did I include evidence?
- ☐ Did I sound natural?
- ☐ Did I avoid memorised language?
- ☐ Would I hire myself after hearing this answer?



COACH NOTE

STRONG INTERVIEW ANSWERS ARE RARELY PERFECT.

They are clear, relevant and easy to follow.



PREPARE. PRACTISE. CONNECT. SUCCEED.
Every great answer starts with **structure.**

THE 10-MINUTE INTERVIEW PREPARATION METHOD



You do not need to prepare every possible answer. Prepare the building blocks you can reuse.



BEFORE AN INTERVIEW



Research the company and role.



Prepare **three** short achievement stories.



Review **phrases** for buying time and structuring answers.



Practise **aloud**, not silently.



Record yourself once and listen for **clarity**.



YOUR THREE REUSABLE STORIES

1

A problem you solved.

2

A result you achieved.

3

A time you worked well with people.

**PREPARE LESS.
PREPARE BETTER.**



A few clear examples are more useful than ten memorised answers.



**FOCUS ON CLARITY, STRUCTURE AND IMPACT.
CONFIDENCE COMES FROM PREPARATION.**



READY TO SPEAK WITH MORE CONFIDENCE?



Knowing what to say is only part of the challenge.

Many professionals can write strong answers but struggle to deliver them naturally under pressure. That is exactly what we work on in coaching.



CLARIFY YOUR MESSAGE

Learn how to explain your experience clearly and professionally.



BUILD INTERVIEW CONFIDENCE

Practise speaking without sounding rehearsed or robotic.



COMMUNICATE YOUR VALUE

Show employers what you can contribute with confidence and credibility.



**"YOU DO NOT NEED PERFECT ENGLISH.
YOU NEED A CLEAR MESSAGE AND THE
CONFIDENCE TO DELIVER IT."**



PRIVATE COACHING

Personalised support for interviews, meetings and high-stakes professional conversations.

- Individual coaching
- Personal feedback
- Interview practice
- Language and communication strategy



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CLEAR
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REAL
CONFIDENCE