

Interview Guidebook: Turning Conversations Into Captivating Stories

Interview Question Bank



A collection of fundamental questions that apply to most interviews. Mix and match segments to suit the specific goals and context of your interview. These questions can also serve as jumping-off points to help you craft your own unique questions that align with your interviewing style and objectives.

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SECTION 1: General Interview Questions

A collection of fundamental questions that apply to most interviews.

Icebreakers

- Can you tell me a little about yourself?
- What motivated you to pursue this field?

Career Background

- Can you walk me through your career journey so far?
- What's the most challenging project you've worked on?

Future Goals

- Where do you see yourself in the next five years?
- What are your professional goals for the upcoming year?

SECTION 2: Technical Interview Questions

Questions tailored for assessing technical skills and problem-solving abilities.

Problem-Solving

- How do you approach troubleshooting a technical issue?
- Can you describe a time you solved a complex technical problem?

Technical Knowledge

- What recent technology trends are you excited about?
- How do you stay updated with the latest tech developments?

Coding & Systems

- Explain how you would improve the performance of a slow-running application.
- Can you walk me through your favorite coding project?

SECTION 3: Behavioural Interview Questions

Focus on assessing soft skills, personality traits, and cultural fit.

Team Dynamics

- Describe a time you had to work in a team with conflicting personalities.
- How do you handle a disagreement with a colleague?

Leadership & Initiative

- Give an example of when you took the lead on a project.
- How do you motivate others when morale is low?

Adaptability & Resilience

- Tell me about a time you had to adapt quickly to new circumstances.
- How do you handle setbacks in your work?

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SECTION 4: Creative and Liberal-Arts Questions

Questions for interviewing creatives, artists, writers, and those in liberal arts fields.

Creative Process

- What inspires your work, and how do you maintain creativity under pressure?
- How do you handle creative blocks?

Artistic Vision & Influence

- Who or what are your biggest influences in your work?
- How has your style evolved over time?

Project Showcase

- Which of your works best represents your artistic vision and why?
- Can you share a project that challenged you creatively?

SECTION 5: Questions for Founders

Tailored for entrepreneurs and startup founders focused on products or services.

Business Vision & Strategy

- What was the inspiration behind starting your business?
- How do you set strategic goals for your company?

Product Development

- How do you approach product development and market fit?
- What's your process for iterating on feedback from customers?

Scaling & Growth Challenges

- What challenges have you faced in scaling your business?
- How do you prioritise tasks when resources are limited?

SECTION 6: Questions for Content Creators, Social Media Entrepreneurs, and Personal Brand Leaders

Focused on brand-building, audience engagement, and personal brand strategy.

Brand Identity & Content Creation

- How do you maintain authenticity while promoting brands or products?
- What strategies do you use to keep your content fresh and engaging?

Audience Engagement

- What's your approach to connecting with your audience and building community?
- How do you handle negative feedback or criticism on public platforms?

Monetisation & Growth

- How do you balance monetising your brand with maintaining your personal values?
- What has been your most successful brand collaboration, and why?

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SECTION 7: Notes

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