

# Preparing Strong Interview Examples

Interviews rely heavily on past experience as an indicator of future performance. While questions may vary, interviewers are consistently looking to understand how candidates think, how they make decisions, and what impact they have delivered.

Strong interview preparation is less about predicting questions and more about choosing and shaping a small number of relevant examples that clearly demonstrate judgement, contribution and outcomes.

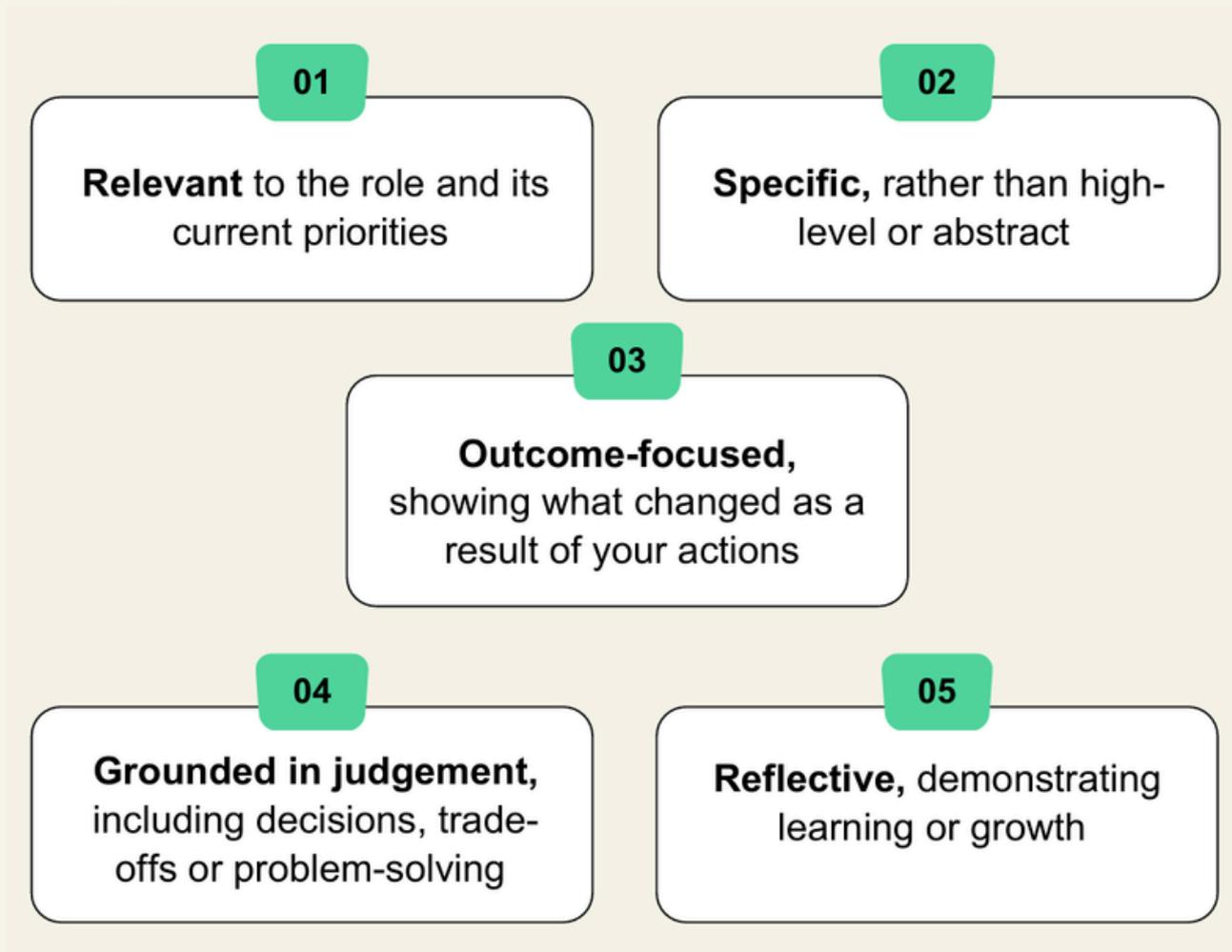
This short guide is designed to help you select and refine interview examples, so they are easy to communicate and clearly aligned to the role.



# 1. What makes an interview example effective?

Not all experience translates equally well in an interview setting. The most effective examples tend to share a few common characteristics.

**Strong examples are:**



Complex projects or high-profile work are not always the strongest examples. Clear, well-explained situations where you can articulate your thinking and impact are often more persuasive.

**Where possible, prioritise examples that are:**

- Recent
- Closely aligned to the role you are interviewing for
- Representative of how you typically work

## 2. Selecting the right examples

Before structuring your responses, it's worth narrowing down which experiences you will draw from.

Aim to identify three to five core examples that you can adapt to different questions.

**As you review your experience, consider:**

- Which examples best reflect what this role requires now?
- Where did I make decisions, not just complete tasks?
- Which situations involved ambiguity, pressure or trade-offs?
- Where can I clearly articulate my contribution, even in a team setting?
- What changed as a result of my actions?

If an example is difficult to explain clearly, or relies heavily on background context, it may be harder for an interviewer to assess.

Choosing examples that are easier to communicate often leads to stronger interview outcomes.



### 3. Shaping your examples using STAR

Once you've selected your examples, a simple structure can help keep your responses clear and focused.

Many candidates use the STAR approach:



STAR works best as a thinking framework, not a script. Interviewers are not listening for labels. They are listening for clarity, judgement and impact.

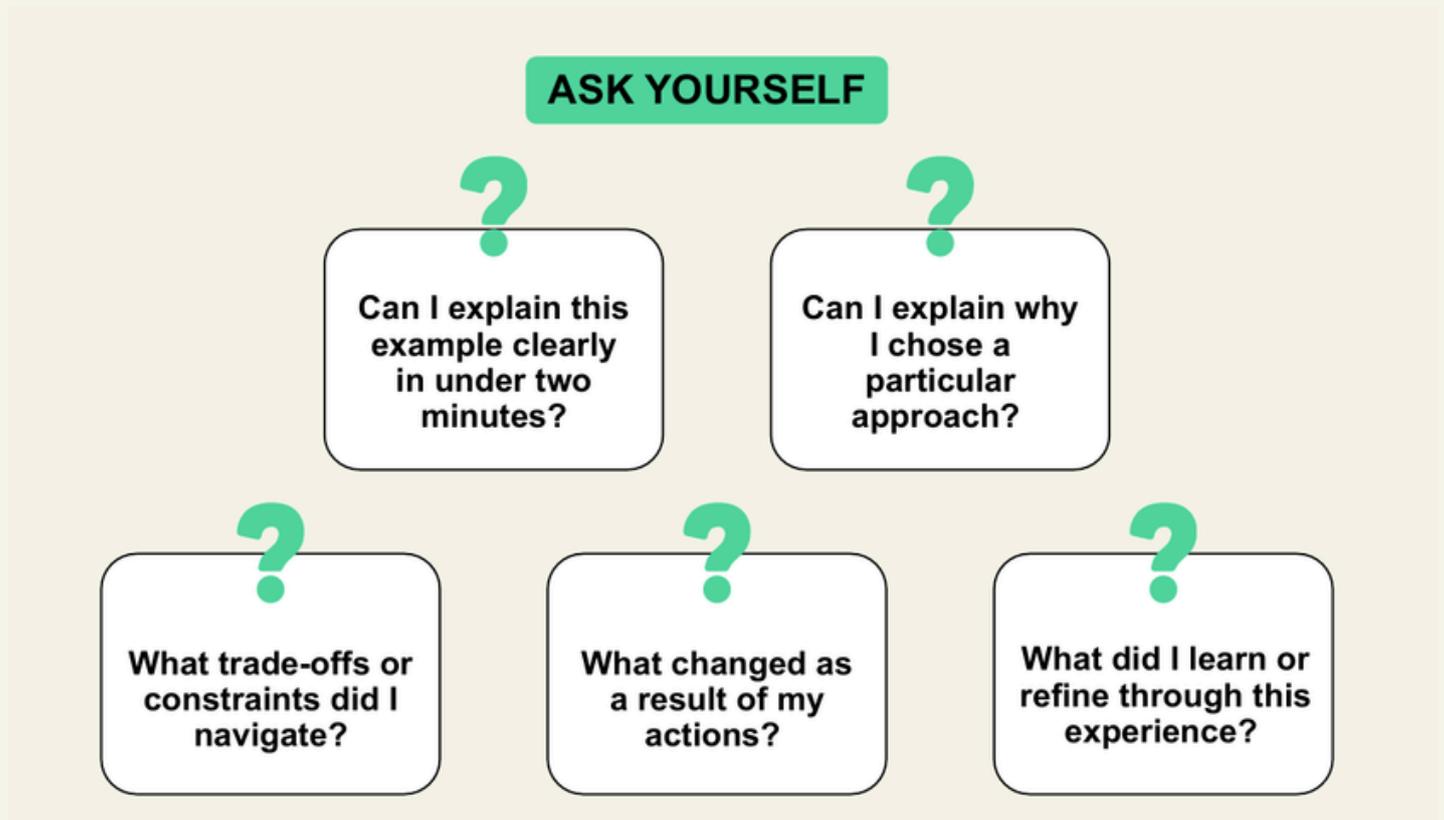
#### Strong STAR Responses

- ✔ Set context briefly
- ✔ Emphasise actions and decisions
- ✔ Highlight outcomes, learning or change
- ✔ Keep the story proportionate to the question

A [STAR worksheet](#) can be useful for sense-checking whether your examples clearly demonstrate relevance, decision-making and results.

## 4. Pressure-testing your examples

Before the interview, it can be helpful to test your examples against a few simple prompts.



If you can comfortably answer these questions, your example is likely to stand up well in an interview conversation.

### Final note

Preparing strong interview examples is not about memorising responses. It is about being clear on which experiences best demonstrate your capability and being ready to explain your thinking, contribution and impact.

Well-chosen examples make interviews easier for both candidates and interviewers, and allow your strengths to come through naturally.