



Twilio Magic Interview Prep

There's a unique spirit to Twilio manifested in who we are and how we work together. The Twilio Magic represent our core group of 10 values that reflect how we win, how we act and how we make decisions. These are the principles we use to build an impactful, high-growth business while staying true to ourselves. You can dive into our values [here](#). Our interview process takes these values into account when considering long-term potential at Twilio.

As part of your interview with Twilio, you will meet with an objective interviewer and cultural ambassador from outside of the hiring team, known as the Bar Raiser, to ensure we make the best hiring decisions for you and our company. The Bar Raiser will consider your past experience and potential, using the Twilio Magic as a framework. The Bar Raiser will not be easier or harder than your other interviews. The team will factor in all the information we've gathered from 1:1 interviews to make a holistic hiring decision. Your interviews will be conducted with behavior-based questions that focus on your skill-set and your past performance. Behavioral questions ask about situations or challenges you've faced and how you handled them. For example:

- Given me an example of a goal you didn't meet. How did you handle it?
- Have you ever had a project that had to change drastically while it was in progress? Why? How did you approach it?

How to Prepare

- Review the [Twilio Magic values](#).
- Recall your own successes and failures as they relate to the Twilio Magic. Use the **STAR** method (details below) to write down a few specific examples for each value that highlight your expertise, accomplishments, mistakes, and what you've learned.
- Be sure each example has a beginning, middle, and an end. You should be able to describe the situation, the task at hand, your action, and the outcome or result.
- Be honest. No Shenanigans is one of our core values. Don't exaggerate or leave out key parts. We value transparency, and we will ask you for details.
- Be specific. Don't generalize or talk high-level about several instances; give a detailed account of one event. If you're unsure whether you've provided enough detail, pause after your reply. It's OK to ask if you've shared enough context, or if the interviewer would like you to go into more depth.
- Provide different examples; don't use the same example in every interview.
- Follow up if any questions are unclear. We are happy to repeat/rephrase questions.

The STAR Method

We encourage you to answer behavioral questions using the **STAR** Method. The **STAR** Method is a useful strategy to organize your thoughts and respond in a clear, well-structured way.

Situation	Describe a specific situation that you were in, not a generalized description of what you have done in the past. Be sure to give enough detail for the interviewer to understand the complexities. This situation can be from a previous job, school project, volunteer experience, or any relevant event.
Task	What goal/objective were you working toward? What were you trying to accomplish?
Action	Describe the actions you took to address the situation with an appropriate amount of detail. What specific steps did you take, and what was your particular contribution? Clearly specify what you owned as an individual, and what you worked on collectively with others.
Result	Describe the outcome of your actions and don't be shy about taking credit for your work. What happened? How did the scenario end? What did you accomplish? What did you learn? Be as specific as possible with the results or impact. For example, if you say a project was successful, how did you know? What were the success metrics? Results could be in the form of revenue, scale, percentage change, time savings, impact to the customer or team, quality improvements, efficiency, etc.

Example

Q: "Give me an example of a time you remedied a problem. What did you learn?"

A: "In my last role, I worked as a lead designer on a team of five. One senior teammate left on short notice and we faced a significant backlog of work. The account managers we were working with did not reach out to our team before setting deadlines for project work, which often created a pain-point and additional stress for my team (Situation).

As the lead, I felt responsible for my team's productivity while ensuring they weren't spread too thin. It was my job to communicate their bandwidth and keep my team motivated (Task).

To remedy the situation, I created a formal creative request process including project timeline estimates. I scheduled weekly check-in meetings with account managers to discuss my team's bandwidth and share progress toward goals (Action).

By providing more transparency into my team's workload and collaborating together to set expectations with the account managers, we were able to re-prioritize the design team's to-do list and complete everything in our backlog. The following quarter, we shortened our average project timeline by four days (Result)."