

LAUNCH PATH — SESSION 2

Interview Strategy & Story Mastery

90 Minutes to Build Your Story Bank & Master Any Interview

"The bigger the monster, the bigger the hero."

The Launch Path: 21-Day Blueprint

Your complete roadmap from resume to offer



Session 1 Recap

What you've already accomplished

Resume Transformation

- ✓ Asset Mindset Shift — You're a value creator
- ✓ Me-in-We Extractor — Your individual impact
- ✓ Impact Bullet Builder — Action + Context + Result
- ✓ Hidden Metrics Finder — Numbers without access

Homework Progress Check

- Finalized resume with all feedback?
- Applied to 10+ jobs?
- Completed Competency Story Map?
- Reviewed Pre-Session 2 materials?

Now let's turn those resume bullets into interview-winning stories.

Today's Agenda

90 minutes • 7 methods • Interview mastery

0–10 min

Recap & Check-in — Review homework, Competency Story Map progress

10–30 min

Method 1 **The Master Story Vault™** — Deep dive on TOP 5 stories

30–45 min

Method 2 **The High-Impact Story Framework™** — Paint the Pain technique

45–55 min

Method 3 **The Power Pause + Story Arsenal™** — Buy thinking time gracefully

55–65 min

Method 4 **The 3-Tier Impact Ladder™** — Scale impact strategically

65–75 min

Method 5 **The Interview Cheat Sheet™** — Your one-page interview guide

75–82 min

Method 6 **The Human Element Questions™** — Stand out with smart questions

82–87 min

Method 7 **The Daily Story Practice™** — Build interview muscle memory

87–90 min

Homework & Next Steps — Mock interview prep for Session 3

METHOD 1

The Master Story Vault™

Write everything down BEFORE you edit

✗ The Problem

Candidates rely on **memory and vague bullet points**. They forget details under pressure.

"Uh... I think I did something with data analysis... let me try to remember..."

✓ The Method

Write every detail in **extreme depth** before you ever practice speaking it.

Brain dump first → Structure second

Your stories live in a vault, not your head.

The Brain Dump Process

For every significant experience, capture ALL of this:

Full Context & Background

What was the situation? What was at stake?
Timeline?

Tools, Methods, Resources

Software, frameworks, equipment, techniques

Lessons Learned

What would you do differently? What surprised you?

Every Action You Took

In order. What did YOU specifically do?

Every Result & Outcome

Numbers, improvements, feedback received

People Involved

Who did you work with? What were your interactions?

Target: 10–15 stories with full brain dumps

Each story = 1–2 pages of raw notes

METHOD 2

The High-Impact Story Framework™

Emphasize the pain to make the cure look valuable

"The bigger the monster, the bigger the hero."

✗ Weak Situation

"The code was slow"

"We had a tight deadline"

"There was a bug"

✓ Strong Situation

"The code latency was threatening our SLA with a major client, risking a **\$50K contract penalty**"

"We had **3 weeks to deliver a 3-month project** after scope tripled mid-sprint"

"A critical bug was **blocking 2,000 daily users** from accessing the platform"

Paint the Pain: High-Contrast Storytelling

Ask yourself: "What would have happened if I DIDN'T solve this?"

The Paint the Pain Formula

1 Quantify the stakes

Revenue at risk? Users affected? Timeline pressure?

2 Name the consequences

What was the worst-case scenario if this failed?

3 Create emotional contrast

The bigger the problem sounds, the more impressive your solution becomes

Exercise: Upgrade Your Top 3 Stories

Take your 3 strongest stories and rewrite the Situation using Paint the Pain.

Before: "We had a problem" → **After:** "The entire project was at risk of..."

METHOD 3

The Power Pause + Story Arsenal™

Silence is a power move, not confusion

✗ The Problem

Nervous candidates talk to fill silence. They answer the literal question rather than the subtext.

"Um, well, let me think... I guess there was this one time..."

✓ The Method

Take **1-2 minutes** to "scan" for the hidden competency before speaking.

Pause with purpose → Pick best example

📝 The Opening Script

"That's a great question. Let me take a moment to think of the most relevant example."

📝 The Wrap-Around Script (After Answering)

"Does that answer your question? Or would you like me to go deeper on any part?"

Shows self-awareness and invites dialogue

METHOD 4

The 3-Tier Impact Ladder™

Push your Results beyond "I solved it"

LEVEL 3: Leadership Impact

3

"I trained the team and evangelized the solution"

Signals: "I am a future leader and force multiplier"

LEVEL 2: Process Impact

2

"I automated it so it won't happen again"

Signals: "I think about efficiency and process"

LEVEL 1: Task Completion

1

"I solved the problem"

Signals: "I am a competent worker" — this is the minimum

Example Progression:

L1: "I fixed the manufacturing defect."

L2: "I fixed the defect and created a checklist so it wouldn't happen again."

L3: "I fixed the defect, created a checklist, presented it to quality team, and it became the new SOP."

METHOD 5

The Interview Cheat Sheet™

You can't memorize everything perfectly — and you don't have to

The Tactic

Bring a **transparent, bulleted list** of your prepared examples. One page. Glance at it to jog memory, don't read from it.

The Permission Script

"I've prepared some notes with key projects and metrics to make sure I give you thorough answers. Would it be okay if I reference them during our conversation?"

Reality: 99% of interviewers say yes. The ask itself signals preparation.



One page max



5–7 stories with key metrics



Glance, don't read

METHOD 6

The Human Element Questions™

People don't want to hire someone they don't want to work with

Questions to Ask Interviewers

- "What brought you to [Company]?"
- "What's your favorite part about working here?"
- "What does success look like for someone in this role?"
- "What's a project you're excited about right now?"

Follow-Up Email Template

Subject: Thank you – [Role] Interview

Hi [Interviewer Name],

Thank you for taking the time to speak with me about the [Role] position. I really enjoyed learning about **[specific topic discussed]**.

Our conversation reinforced my excitement about contributing to [Company]. I'm particularly drawn to **[specific aspect]**.

Best regards,
[Your Name]

The principle: Turn the interview into a conversation, not an interrogation.

METHOD 7

The Daily Story Practice™

Cramming doesn't work — frequency beats duration

Frequency > Duration

10 minutes 3x per day beats 30 minutes 1x



Week 1–2: Story Drilling

- ☀️ **Morning:** Go through all 10–15 stories mentally
- ☀️ **Noon:** Practice 3 stories out loud
- 🌙 **Night:** Review weakest stories

Goal: Details become ingrained, not memorized



Week 2+: Mock Interviews

- 🎯 1–2 full mock interviews per day
- ⌚ Record yourself and review
- 👥 Practice with friends, family, or coaching

Goal: Answers feel natural, not scripted



Your Homework

Complete before Session 3 (Days 12–17)

Story Development

- Complete brain dumps for your top 10 stories
- Apply Paint the Pain to all Situation sections
- Push all Results to Level 2 or 3
- Create your 1-page Interview Cheat Sheet

Practice & Applications

- Practice Daily Story Routine (3x/day)
- Apply to 10 more jobs (30 total)
- Complete 2 informational interviews
- Review Post-Session 2 materials

Post-Session 2 Resources Coming Your Way

Visual Aid Binder • Digital Stage Presence • Technical Gauntlet • Career Fair Prep • and more



Key Takeaways



Master Story Vault

Brain dump first, structure second. Your stories live in a vault, not your head.



Paint the Pain

The bigger the monster, the bigger the hero. Emphasize stakes.



Power Pause

"Let me think of the best example..." —
Silence is a power move.



3-Tier Impact Ladder

Push beyond "I solved it" to "I trained the team."

Session 3 Preview: Negotiation & Closing

Total Comp Calculator • BATNA Strategy • Offer Evaluation • Counter-Offer Scripts

This is where you turn interviews into offers — and offers into great compensation.