

NAILING COMMON INTERVIEW QUESTIONS

The Talent Place

Career Coaching & Outplacement



General Interview Questions

What's Your Best Accomplishment?

This question is your opportunity to showcase a standout achievement that aligns with the employer's goals. Interviewers want to see how you define success, what skills you used and how your contribution made a measurable difference.

- Choose a relevant accomplishment based on what you know about the employer
- Use the STAR method to keep it structured, clear and compelling.
- Quantify the impact
- Use metrics, percentages or tangible outcomes to demonstrate value.
- Highlight leadership or problem-solving
- Show how you took initiative, overcame obstacles or influenced outcomes.
- Connect it to future value
- Briefly explain how this experience equips you to succeed in the new role.

Avoid:

- Vague or generic achievements
- Repeating resume bullet points without context
- Focusing only on personal wins without business relevance
- Overly long or unfocused storytelling

Example:

"One of my proudest accomplishments was leading a global rebranding campaign for a mid-sized tech firm entering new markets. The challenge was to reposition the brand in a way that resonated across diverse regions while maintaining core identity.

I led a cross-functional team across marketing, design and product, introducing a phased rollout strategy tailored to each region's audience insights. We revamped messaging, redesigned assets, and launched targeted campaigns across digital and partner channels.

The result? Brand visibility increased by 35%, and we expanded market share by 18% in our key growth region. The campaign also contributed directly to a £2.4M uplift in year-end revenue. It reinforced my ability to lead strategic initiatives, align teams across borders and deliver measurable business impact."