

A same-day preparation framework. Do this the night before. Walk in knowing you are the most prepared person in the room.

T Total Preparation**I Interview Execution****C Close & Convert****T Total Preparation**

The night before — do this properly, not at the last minute

1

Research the people

Look up the founder, local leader, hiring manager and a top-performing employee. Understand their career paths, what they have built and what they are likely to value. People hire people they can picture themselves working with.

2

Understand the company and competitive landscape

Know who wins in this market and why. Research the total addressable market, product-market fit and ideal customer profile. This depth of knowledge is rare — and it is immediately obvious to the people interviewing you.

3

Decode the job description

Map every key requirement to a specific example from your experience. Do not wing this. One concise, structured story per core competency — prepared and practised out loud before you walk in.

4

Build your answer bank using C-A-I-S

For every story: Context (what was the situation), Action (what you specifically led or built), Impact (what changed — quantify it where possible), Signal (what capability does this demonstrate about you). The signal is what most candidates miss.

TIP

Generate questions during your research, not after. Every question you ask should signal that you have gone deeper than any other candidate in the room. Generic questions signal generic preparation.

I**Interview Execution**

In the room — from the moment you walk in

1

Run the Room Scan before you speak

Before answering a single question, read the room. Who holds power here? What does this environment reward — depth, brevity, energy, precision? What signal matters most? Take 10 seconds and adapt accordingly.

2

Qualify the interview at the start

Ask early: "Before we get started, I'd love to understand what a great outcome looks like for you today — what would you want to see or hear from me to feel really confident about moving forward?" Listen carefully. This sets up your close.

3

Deliver structured, composed answers

Use C-A-I-S for every substantive answer. Pause 2 seconds before responding — it signals confidence, not uncertainty. Slow your pace deliberately. Rushing signals anxiety. Composure signals authority.

4

Ask questions that demonstrate depth

Ask one question that could only come from your specific research. Also ask: "What is the biggest challenge the person in this role will face in the first 90 days?" and "What does success look like at 6 months?" Store the answers — you will use them to close.



C Close & Convert

End of interview + 24 hours after — do not skip this step

1 Close using their own language

Return to exactly what they told you at the start. "Based on what you said you needed to see today — [use their words] — I hope I've been able to demonstrate that. What are the next steps from here?" This shows you listened, it demonstrates closing ability, and it separates you from every candidate who ends with "Do you have any questions for me?"

2 Confirm next steps explicitly

Do not leave the room without a clear timeline. Ask: "When can I expect to hear back, and who should I follow up with if I haven't heard by then?" Ambiguity works against you. Clarity shows confidence.

3 Send a value-add follow-up within 24 hours

Not a thank-you note — a value-add. One specific insight, observation or relevant idea from the conversation. Reference something they said to show you were genuinely present. This reinforces your signal and separates you from every other candidate who sends a generic email.

TIP

Most candidates treat the interview as something that ends when they leave the room. The best candidates know that the impression you leave — and reinforce — in the 24 hours after is often what tips the decision.

Quick-Reference Checklist

Print and tick off before every interview

T — Total Prep

- Researched founder, hiring manager & top performer
- Know competitive landscape, TAM, PMF and ICP
- Mapped JD requirements to personal examples
- Prepared each story using C-A-I-S
- Prepared depth questions from research
- Anticipated hardest question — prepared it

I — Execution

- Ran Room Scan before speaking
- Asked qualifying question at the start
- Used C-A-I-S for every key answer
- Paused before difficult questions
- Asked research-specific question
- Asked 90-day and 6-month questions

C — Close

- Closed using their own language
- Confirmed timeline and follow-up contact
- Sent value-add follow-up within 24 hrs
- Referenced something specific from conversation

Want to go deeper? The Chameleon Method is a six-session masterclass built around this framework.

[Join the waitlist at chameleon-method.com](https://chameleon-method.com)

