

INTERVIEW TABLE

The Launch Method

A free guide to Discover, Position, Prepare, Perform

This is a short introduction to the same four-stage method used with every client of Interview Table, one exercise per stage, so you can start working through it today.

It's built on 30 years of senior hiring experience and a proven, repeated coaching process, applied at every career stage: graduate, professional and executive.

Discover

Before a CV gets touched, there needs to be a clear answer to three questions: what are you actually good at, what do you enjoy, and what's realistic given your background and goals. Skipping this step is the single most common reason applications end up broad, vague and unconvincing.

Try it: the strengths and enjoyment audit

1. List five things you've done, in any context, that you were good at and that other people noticed.
2. For each one, write down what specifically you were doing in that moment, not the outcome, the activity itself.
3. Mark the ones that also felt enjoyable, not just ones you were competent at.

YOU'LL KNOW YOU'RE READY WHEN you can name three to five target roles or types of organisation, and explain in one sentence why each one fits.

Position

This is a full rebuild of your CV, cover letter, application form answers and LinkedIn profile, tailored to the roles identified in Discover, rather than a single generic CV sent everywhere. The biggest mistake here is describing what a role involved rather than what you achieved in it.

Try it: the achievement rewrite

1. Take one bullet point from your current CV.
2. Rewrite it: what you did, in what context, and what changed as a result, a number, a saved cost, a solved problem, an outcome.
3. If you can't find a result, that bullet is a duty, not an achievement, and needs reworking.

YOU'LL KNOW YOU'RE READY WHEN every bullet point on your CV states an achievement rather than a duty.

STAGE 3 OF 4

Prepare

This is the stage that's almost always skipped, whatever level you're at: psychometric and situational judgement tests, assessment centre and group exercises, case studies, presentations, and, at senior level, board and panel readiness. Most careers advice stops at the CV and assumes the rest takes care of itself. It doesn't.

Try it: the story bank

1. Think of three short stories from your own experience: a time you solved a difficult problem, led something, or delivered under pressure.
2. For each one, note the situation, what you did, and the result.
3. Say each story out loud once. They read very differently spoken than written.

YOU'LL KNOW YOU'RE READY WHEN you have a ready story bank and know what format the next stage of the process will take.

STAGE 4 OF 4

Perform

This is the interview itself, run properly, plus the work either side of it: handling nerves, answering difficult questions cleanly, and knowing how to weigh up an offer once it arrives. A mock interview is only useful if it's run close to the real thing.

Try it: the difficult question drill

1. Write down the question you're most worried about being asked, a gap, a low grade, a reason you left a role.
2. Write a short, honest answer: acknowledge it directly, explain briefly, pivot to what you learned.
3. Say it out loud until it sounds natural rather than defensive.

YOU'LL KNOW YOU'RE READY WHEN you've rehearsed your hardest answer out loud, and you know your walk-away position before you're in a negotiation, not during it.

READY TO GO FURTHER?

This is the shape of the method

What's here is enough to start. The full experience, personalised feedback, live mock interviews, a completed test practice bank, and direct coaching at every stage, is what turns this from a framework into a result.

Three tracks, one method

Track	Starting from
Launching your career	£89 self-paced, £950 full 1:1 programme
Changing or advancing your career	£295 Interview Intensive, £1,250 Career Move Programme
Moving into senior leadership	£3,500 bespoke programme

A short, no-obligation introductory call is the fastest way to work out which fits.

info@interviewtable.co.uk

interviewtable.co.uk