









Virtual Interview Guide

A field guide for senior candidates interviewing on camera. The habits that signal executive readiness, and the missteps that quietly cost the offer.








✓ The Do's

Habits that signal executive readiness

-  **Dress for the role above you**
At this level, presentation signals executive readiness. Dress as if you are already in the seat.
-  **Do your homework**
Know the business model, recent news, leadership team, and growth trajectory. Executives are expected to walk in informed.
-  **Lead with impact, not tasks**
Speak to outcomes, not just responsibilities. What did you build, change, grow, or fix? Numbers matter at this level.
-  **Command the camera**
Look at the camera, not the screen. Presence and confidence translate directly through a lens.
-  **Ask strategic questions**
Ask about vision, challenges, culture, and what success looks like in year one. Show you think like an owner.
-  **Set a clean, professional background**
Quiet, well-lit, neutral. Test your tech beforehand. A technical glitch at a senior level is avoidable, so avoid it.
-  **Follow up within 24 hours**
Send a thoughtful thank you. Reference something specific. Reiterate your excitement and what you bring to the table.
-  **Be your authentic self**
Culture fit matters as much as skill at this level. Let your personality show. The right opportunity wants the real you.

✗ The Don'ts

Missteps that quietly cost the offer

-  **Don't be vague**
Generic answers don't cut it at the executive level. Come with specific examples, data, and outcomes every time.
-  **Don't lead with compensation**
Let the conversation build first. Comp discussions flow through 24 Hour Search, so trust us to advocate for you.
-  **Never interview while driving**
Unsafe and unprofessional. A parked car is acceptable if necessary. A moving one never is.
-  **Silence everything**
Phone on silent, notifications off, other tabs closed. Distractions signal a lack of respect for the room. Protect the 30 to 60 minute window like the meeting it is.
-  **Don't speak negatively about past employers**
It raises red flags at every level, but especially at the top. Reframe challenges without pointing fingers.
-  **No multitasking**
Don't eat, check email, or toggle tabs. It shows, and executives notice everything.
-  **Don't undersell yourself**
You are in this conversation because you earned it. Own your experience with confidence, not arrogance, just conviction.