

Program guide · Senior interviews

The Executive Interview Edge

Strategic storytelling for senior candidates: reverse-engineer any job description, build a bank of undeniable success stories, and walk in as the obvious hire.

FORMAT

12 weeks · 1:1

STRUCTURE

4 phases

INVESTMENT

\$90 / session

fluentintechcoaching.com/interview-coaching

Stop leaving interviews feeling unheard.

Senior candidates rarely lack experience. They lack a way to turn that experience into short, compelling evidence that a panel of decision-makers can't ignore. This program does exactly that.

Over twelve weeks of private coaching you move through four phases: excavating your career narrative, aligning your positioning and brand, mastering the interview itself, and closing the offer. Each phase builds on the last, so by the end you walk into any senior interview with a tailored story bank, a strategy built from the job description, and the calm of someone who has already rehearsed the hard moments.

EVERY WEEK

Your action

Work you complete before or during the session.

EVERY WEEK

Coach focus

Exactly what we refine together.

MOST WEEKS

A deliverable

A document, script or scorecard you keep and reuse for every future interview.

THE STORY METHOD

The Impact Story: PAR for senior leaders.

Senior leaders don't list tasks; they tell short, compelling case studies. Every story in this program follows the same three beats: the PAR method, told the way executives talk:

P: The mess

The problem: what was broken, at risk or unclear.

A: The move

Your specific leadership action and the decisions behind it.

R: The metric

The business result, with numbers where you have them.

Phase 1 · Excavation & narrative building

WEEKS 1-3

Solve the "I don't know how to talk about myself" problem by building your story bank.

WEEK	SESSION	YOUR ACTION & COACH FOCUS	DELIVERABLE
WK 1	Career audit & target mapping	Define your target role and top five target companies. We unpack your history, find your "golden era" (the years of your best work) and clarify your market value.	A one-page career target brief
WK 2	The Impact Story	Learn the three beats of the Impact Story, then draft one powerful story together, live.	One polished Impact Story

WEEK	SESSION	YOUR ACTION & COACH FOCUS	DELIVERABLE
WK 3	Story mining workshop	Brain-dump your top ten achievements. We sort them into eight story archetypes (the turnaround, resistance overcome, money saved, the failed pivot and more) and shape each one.	Your Core 8 story bank: the foundation for the rest of the program

Phase 2 · Positioning & brand alignment

WEEKS 4-6

Turn your stories into external assets, and read a job description like a hiring manager.

WEEK	SESSION	YOUR ACTION & COACH FOCUS	DELIVERABLE
WK 4	The “so what?” value proposition	Develop a 30-second pitch. We strip out the jargon so you can state your value in one sentence to a CEO or HR director.	A polished introduction and networking pitch
WK 5	Resume & LinkedIn transformation	Rewrite your summary and top three roles with Impact Story results. Your resume shifts from a list of responsibilities to a document of proof.	Updated resume and LinkedIn profile
WK 6	Reverse-engineering the job description	Bring two or three target job descriptions. Learn to read between the lines (“cross-functional” often means “handles politics and competing priorities”) and map your stories to the eight questions you’re most likely to face.	An interview strategy cheat sheet for a specific role

Phase 3 · Tactical interview mastery

WEEKS 7-10

Apply your stories to the hardest interview situations you’ll face.

WEEK	SESSION	YOUR ACTION & COACH FOCUS	DELIVERABLE
WK 7	Mastering the core questions	Answer your predicted top eight questions out loud from your story bank. The focus is conciseness: landing each answer in about 90 seconds.	Eight rehearsed answers
WK 8	The curveballs	Failure, gaps, layoffs and weaknesses. Acknowledge the setback briefly, then spend most of the answer on what you learned and how you lead differently now.	Scripts for your hardest questions
WK 9	Executive presence & panels	Record yourself answering two difficult questions. We review tone, pacing, filler words and body language, and how to engage three or four panelists at once.	Video feedback notes

WEEK	SESSION	YOUR ACTION & COACH FOCUS	DELIVERABLE
WK 10	The teardown mock interview	A realistic 45-minute mock. You'll be interrupted politely if you ramble and challenged like a skeptical hiring manager would.	An honest feedback scorecard

Phase 4 • Closing & negotiation

WEEKS 11-12

Don't lose the offer at the finish line.

WEEK	SESSION	YOUR ACTION & COACH FOCUS	DELIVERABLE
WK 11	Final polish & reverse interviewing	Refine the answers that stumbled in week 10 and prepare five to seven smart questions. Senior candidates should interview the company as hard as it interviews them.	Your questions for the panel
WK 12	Offer management & negotiation	Role-play the negotiation: base salary, bonus and title; anchoring, using silence, and staying firm without sounding adversarial.	A personal negotiation script and strategy

INVESTMENT

Pricing.

One-to-one coaching

\$90 / session

Twelve weekly private sessions on Google Meet, at the interview and career coaching rate.

Interviews already scheduled?

The Senior Interview Intensive in the Executive Edge program condenses presence, panel interviews and negotiation into six sessions.

Invoices are available for employer reimbursement.

NEXT STEP

Start with a free call.

Tell Mark where you are now, where you want to be and what's in the way. You'll leave the call with a clear recommendation, whether or not you decide to work together.

BOOK

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PRICING

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