



Hello!

We're thrilled you're thinking about joining us on our mission to give people the power to build community and bring the world closer together. At Facebook, you'll have the opportunity to do the most meaningful work of your career. **And our journey is 1% finished.**

BE OPEN: We believe that a more open world is a better world. The same goes for our company. We're transparent about our interview process and what to expect so that you are well-informed, well-prepared and can focus on having great conversations with your interviewers.

This guide will share what you can expect in our three fundamental interview areas:

1. Product Sense
2. Execution
3. Leadership & Drive

Each interview takes 45 minutes, and includes some time at the beginning for introductions, and some time at the end to ask your interviewer anything that's on your mind. In your interview, we're looking to learn more about how you think rather than whether you arrive at some ideal destination right away.



Product Sense Interview

WHAT TO EXPECT

In your Product Sense interview, you can generally expect to be presented with an ambiguous hypothetical problem. You and your interviewer will discuss how to approach understanding it, prioritize what to solve, and generate thoughtful and intentional solutions.

WHAT WE'RE LOOKING FOR

- How you identify who to build for and what their needs are
- How you focus on creating value and impact
- How you make intentional design choices
- How you handle critique, constraints and new data

WHY WE ASK

In addition to setting the vision for their teams and describing the most important problems to solve, Facebook Product Managers often will roll up their sleeves and work with their teams to identify and articulate ways to improve our products for the people who use them.

As you identify ideas and solutions, you may be asked to sketch out what your interface could look like and how people would use it. Don't be afraid to use a whiteboard or piece of paper to think out loud and describe what you're thinking!

BUILD SOCIAL VALUE: As you think about how to break down and solve a problem, it's important to keep in mind how you'll build real value for the world. We design products that create a more human world — one connection at a time.



Execution Interview

WHAT TO EXPECT

In your Execution interview, we'll ask questions about how you identify and prioritize opportunities and execute against them to build products. We'll also ask how you adapt your plans and troubleshoot problems with new information and changing circumstances.

WHAT WE'RE LOOKING FOR

- How you set the right goals for a product & measure against them
- How you identify, frame and evaluate trade-offs
- How you analyze and debug problems
- How you set your team up for success

WHY WE ASK

At Facebook, Product Managers leverage strong critical thinking skills to create logical structures for their team, geared to help guide decisions. These logical frameworks serve as the back-bone of the product; keeping technical decisions grounded in the real-world problem that their product is solving for the community.

Product Managers leverage these frameworks to provide their team a focused plan driven by impactful goals. Product Managers often have to make difficult prioritization and trade-off decisions in pursuit of these goals, and adapt their plans as the team executes.

FOCUS ON IMPACT: The goals that you set should solve the most important problem to advance the vision of your product. As you consider multiple goals for your project, it's important to hone in on the most important one that delivers the most value, resulting in the highest opportunity for impact.



Leadership & Drive Interview

WHAT TO EXPECT

In your Leadership & Drive interview, we'll focus on understanding how you motivate a team, resolve conflicts, drive alignment, build relationships and work with others.

WHAT WE'RE LOOKING FOR

- How you earn trust and take ownership
- How you process and grow from past experiences
- How you support the people around you
- How you overcome difficult situations

WHY WE ASK

Great Product Managers are excellent collaborators. Empathy helps us to identify greatness in others, and find the best in ourselves. We often need to be flexible with our leadership style in different situations to collaborate effectively and reconcile differences.

Facebook looks for Product Managers who maintain their conviction to get things done, no matter the resources constraints or the barriers they face. They are driven by the impact their work has on the community they serve.

BE BOLD: We encourage everyone to make bold decisions, even if that means being wrong some of the time. Be transparent about your successes and failures. We're more interested in how you've grown from your experiences than whether or not you have a perfect record.



Sample Questions

These questions are for your reference and inspiration only. You won't be evaluated on them, and it's possible you may get different questions in your actual interview.

WARM UP

Think of a product you would be excited to build at Facebook, but that we don't currently offer today. Have fun, think big, and make it something that you're passionate about!

PRODUCT SENSE QUESTIONS

Think of a hypothetical product...

- Why would people use it?
- Why should Facebook want to build it?
- How would it integrate within Facebook?
- What would you build as MVP?
- How would people use it?

EXECUTION QUESTIONS

- What is the one sentence mission/goal of a product or feature?
- What metrics would you use to measure progress and success?
- What metrics might you harm? How would you make a trade off?
- How would you decide what to improve/build to achieve this goal?
- How would you prioritize the different things you want to work on?

MOVE FAST: Moving fast enables us to build more things and learn faster. We're less afraid of making mistakes than we are of losing opportunities by moving too slowly. As you think through these questions, challenge yourself to think about how you'd learn as much as possible as quickly as possible, even if your answer isn't perfect.