

FOR INTERVIEWERS

Suggested Interview Questions

Glass Ceilings & Hidden Walls

Yibrah Tesfazghi

A curated set of questions organised by theme to make booking quick and easy. Adapt freely to your format — print, broadcast, or podcast.

PRESS & MEDIA USE

Suggested Questions for Yibrah Tesfazghi

These questions are designed as starting points for print, broadcast, and podcast interviews. They are organised by theme and can be mixed, shortened, or adapted to suit your audience and format. The author is happy to discuss any topic related to the book, African leadership, diversity in corporate settings, or his personal journey.

◆ The Book & Its Origin

- 1 You describe writing this book as "an act of protest." What provoked that statement, and what are you protesting?

- 2 Glass Ceilings & Hidden Walls spans 56 chapters and four decades. How did you decide what to include — and what to leave out?

- 3 The subtitle references an "African Dream Team." Who were they, and why was building that team so significant?

- 4 This book isn't published by a major New York house — it's with Africa World Press. Was that a deliberate choice?

◆ Identity & Leadership

- 1 You grew up in the Sere'e highlands of Eritrea. How did that upbringing shape the executive you became?

- 2 You write about "leading without losing yourself." What does that look like in practice inside a Fortune-ranked company?

- 3 Many African professionals talk about code-switching. Did you code-switch — and what did it cost you?

- 4 What is the single biggest misconception that corporate America has about African executives?

◆ The GE Africa Dream Team

- 1 You took GE Africa from US\$150 million to US\$4.5 billion in four years. What did you do differently?

- 2 Your team grew from 2 offices and 150 people to 20 offices, 2,000 employees across 20 countries. How did you build trust at that speed and scale?

- 3 You hired "predominantly indigenous Africans" at a time when most multinationals were parachuting in expatriates. What resistance did you face?

- 4 The book describes institutional pushback after the Dream Team's success. Why does success under "the wrong kind of leadership" threaten a system?
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◆ Diversity, Inclusion & Corporate Culture

- 1 You were championing intentional diversity decades before it became a corporate talking point. What has actually changed — and what hasn't?
 - 2 The title references "hidden walls." What are those walls, and who benefits from keeping them invisible?
 - 3 If a CEO reading this book asked you for one structural change to make their organisation genuinely inclusive, what would it be?
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◆ Legacy & the Next Generation

- 1 The epilogue is addressed to "the next generation." If a young African professional starting their corporate career asked for one piece of advice, what would you tell them?
 - 2 You've lived and worked across four continents. Where do you see the next wave of African business leadership emerging?
 - 3 What do you want readers to do differently after they close this book?
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◆ Quick-Fire / Audience-Friendly

- 1 Finish this sentence: "The moment I knew I had to write this book was..."
 - 2 Is there a chapter in this book that was hardest to write? Why?
 - 3 Who is this book for — and who do you secretly hope reads it?
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Book an Interview

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