Best Practices Interview Check List

1 Determine the Outcome

2 questions that need clear answers:

- What action do we want to able to take after the conclusion of the project, i.e. why are we doing this?
- Are we asking the right people the right questions in the right way to shape the outcome?

2 Investigate Before the Call

3 things you should know:

- What does the interviewee's company do?
- What specific interactions / communications have occurred between the interviewee and your company?
- What is the interviewee's background, position, etc.? (Check LinkedIn profile.)

3 Set Expectations with the Interviewee

3 items to communicate when asking for the meeting:

- This is a (15, 30, 45 etc.)-minute call.
- I'm not in sales – I'm collecting feedback from the primary decision maker.
- I will not share your comments.

4 Drive the Call

4 requirements to have in place:

- Have your recording device ready.
- Have a list of questions but be ready to stray from it.
- Try to have a second interviewer on the call. No one should fly alone.
- Have a notepad to write down questions that you want to get back to after the interviewee finishes a thought.

4 questions for clearer answers and better insight:

- So when you refer to (trite term), can you break that down for me a little – what does that mean to you?
- How might you explain this situation to a colleague or peer?
- We have tons of acronyms in our industry and I want to be sure we are using the same vernacular, what does (acronym) mean to you?
- What didn't I ask you that I should have?

5 End the Call

3 tasks before you close:

- Thank the interviewee for their time.
- Ask them for permission to follow up if you missed something.
- Ask if there is anyone else in the process that might have a different perspective that would be important for you to hear.

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