

Interview Best Practices Tear-Away

In Advance (*mostly applicable for interviews granted in advance, not for just-in-time interviews)

- Get appropriate permissions ahead of time (confirm during the meeting)
- Formulate the questions around the building block hypothesis you are testing
- When applicable, do background research on interviewee (areas to explore, build empathy)
- Decide on the interview roles and how you'll interact with teammates during the interview

During Interview

- Set the tone, gain trust and build rapport by making the interviewee feel comfortable, being positive, exuding confidence and being an active listener
- Give context again and confirm the interview process
- Train yourself not to read from a list
- Use broad questions to jumpstart a theme, but follow-up with more specific/detailed questions
- Use responses to drive the flow of conversation
- Gently interrupt if they are going on tangent or longwinded
- When possible, allow for contemplation
- Capture "quotes" that can be helpful in personalizing insights
- Use data/insights from previous interviews to activate the discussion
- Be mindful of your body language
- Be aware of the time

Interview Closing

- Confirm several of the more significant learning's
- Ask for introductions and verify other action items
- Ask for permission to follow-up
- When applicable, memorialize the conversation (picture)

Post Interview

- Create interview summary as soon as possible
- Discuss amongst teammates to brainstorm on insights
- Organize interview data by the hypothesis being tested