



Interview Tips

Engage with new perspectives. Before we start the interviews, we need to tune into the moment with a sense of curiosity:

- The person we'll be speaking to is an expert in terms of their own personal experience. We're meeting this person in order to listen, understand and learn from them.
- The interviewee should do 80 per cent of the talking.
- We don't interrupt interviewees, and we pause to allow them time to pursue their thoughts.
- Any statements they make are correct from their perspective. There are no wrong answers.
- We mute calls and text messages, remaining focused and open to the stories and perspectives provided by the person we're talking to.

Be flexible. We may deviate from the **Interview Guide** or change the order of questions if it benefits our investigation.

Follow-up inquiries: Why? What is the reason or purpose? If our interview partner expresses themselves vaguely or ambiguously, it's worth asking directly: "Why is that the case?" or "What does 'good' mean in that context?". If we do this repeatedly and build on the answers, we'll begin to see causes emerge.

Sense when to provide guidance. The interview may go in various directions. Our job is to maintain the focus and steer our interview partner back onto the topic at hand if they start to digress.

Know when enough is enough. It takes time to build a relationship through dialog. But experience shows that attention starts to drop off after 45 minutes. In the case of particularly interesting and open interview partners, it's worth arranging a follow-up appointment or asking whether they'd be interested in taking part in a workshop.

Transcript Template

General questions Positioning on the topic	Experiential questions Positive, negative, surprising experiences	Follow-up questions Conscious/unconscious attitudes, developments, contradictions	Desired questions Wishes, goals, visions

Separate sheet for impressions of the setting

