



TIPS FOR CONDUCTING AN APPRECIATIVE INTERVIEW

Before you begin your interview – take a moment and quickly review these:

- Use the interview protocol as a guideline. Introduce the interview and ask the questions as if you were just sitting and talking with a co-worker. Strive to create an informal atmosphere.
- If interviewees want to think about their answers, please give them the option of thinking about it or rescheduling with you.
- Here are some questions to use to probe further:
 - Tell me more.
 - What was going on that caused you to feel that way?
 - What makes that important to you?
 - How did that affect you?
 - What was your contribution?
 - What was the organization doing that helped you do this?
 - What were other people doing that helped?
 - What do you think was really making it work?
 - How has it changed you?
- **Let the interviewee tell his/her story**, don't tell yours or give your opinion about their experiences.
- **Be genuinely curious** about their experiences, thoughts, and feelings.
- Some interviewees will take longer to think about their answers; **allow for silence**.
- If someone doesn't want to, or can't answer any of the interview questions, that's okay; let it go and go on to the next question and try and **come back to the question you missed before the need of the interview**.
- **Watch your time** – The interview is planned to be one hour. You will need to make sure that as you are probing with fascination what they are saying, that you are also aware of your time. If you run over, check it out with the person you are interviewing. Best bet is to pace your questions appropriately to the time you have scheduled.
- **A word about confidentiality** – Tell the interviewees you will keep the information they provide and the conversation confidential. You will use the information, but it will be compiled into themes using information from this interview and others. No names will be associated with the overall summary report.
- **Taking notes** – When asking questions, use the space after each question for notes. Note-taking can be tricky, but you will want to be able to read your notes after the interview is concluded. Immediately after you interview – summarize your notes, using the summary sheet at the end of the interview packet.