



EXPERT INTERVIEWS

PROBE AND CAREFULLY LISTEN TO EXPERTS FOR FRESH INSIGHTS;
ASPIRE TO CO-CREATE

EXPERT INTERVIEWS



> WHEN NEEDED

> RATIONALE

I want to understand the industry's way of thinking

* Helps to familiarize yourself quickly with the topic

* Can bridge knowledge gaps

I am curious for the 'sacred cows' and dreams

* Might reveal any hidden or unchallenged beliefs

I want to co-create ideas with an expert

* Could turn an expert into a co-creator or ambassador

EXPERT INTERVIEWS



> ESSENCE

Probe and carefully listen to experts for fresh insights

> POINTERS

- * Release own agenda; let go of your own perceived assumptions and reserve your judgment;
 - Only ask questions you do not know the answer to
- * Engage with the expert; have real interest, connect.
 - Prepare by identifying knowledge gaps and questions
 - Ask for underlying rationale and beliefs
- * Accept whatever you are sensing and hearing
 - Do not force fit within your own frame
 - Be really open to hear and internalize surprises
- * Progress on the topic
 - Check for understanding; draw implications. Find opportunities: co-create with the interviewee
- * Capture the most surprising, contradictory insights

Source of Inspiration: McKinsey & Company (SALSA)