

Tips for Conducting Appreciative Interviews

- Introduce the interview using the interview script on the first page of the interview guide.
- Ask the primary question for each section. Then use the follow-on questions to encourage more response (if necessary) or probe further. Here are more *possible questions* to use to probe further:
 - √ Tell me more about that.
 - √ Why do you feel that way?
 - √ Why was that important to you?
 - √ How did that affect you?
 - √ What was your contribution?
 - √ How has it changed you?
- Engage your curiosity about their experiences, thoughts, and feelings. You will come to know them better, or in a different way.
- Assume you will be surprised and amazed by what you are told. You may be the first person they have ever shared this information with.
- The interview is intended to be a relaxed conversation, allowing them to share their story.
- Keep the focus on the interviewee as they tell their story. This is their turn to talk, so listen carefully. Don't tell your story or give your opinion about their experiences.
- If someone wants to complain about what has gone wrong in the past, ask them to tell you what they wish had happened instead. If they want to focus on what the church is not doing, ask them to tell you what they want the church to do.
- Write down the key points on the interview form. Use more paper if needed.
- If people want to think about their answers, please give them the option of thinking about it and rescheduling with you. We want to make this easy for them.
- *Take good notes.* Listen for great quotes and stories.
- Help them expand their stories for as much detail as necessary to understand what was going on at the time. Some people will take longer to think about their answers -- *allow for silence.*
- If they can't or don't want to answer a question, that's OK, go to the next one.
- Schedule about one hour for each interview to: review your notes, be focused on the interview, summarize the results immediately, and report to us that your interview has been completed.
- Complete a summary form for each interview to capture the most compelling stories shared.

