

Guide to Conducting 1:1 Interviews for EVP Research

Objective:

Gain in-depth, qualitative insights into employee experiences, values, and perceptions of the company.

How to Conduct Interviews:

1. Preparation:

- a. Identify a minimum of 20 participants representing diverse roles, tenures, and seniority levels.
- b. Secure a quiet, private space for discussions (virtual or in-person).
- c. Use a semi-structured format with flexibility for follow-up questions.

2. Duration: 30–45 minutes per interview.

3. Recording and Note-Taking:

- a. With consent, record the interview for accuracy.
- b. Doing 1:1 or virtual - record on ZOOM/teams - set up a virtual meeting and hit the record button.
- c. Download the transcript

Post-Interview Steps:

- Download the transcript and upload the PDF on the primary research page

Document 2 - 1:1 Interviews: Deep Dive Questions

These questions aim to extract rich, qualitative insights into employees' thoughts and experiences.

On Joining the Organization:

1. What inspired you to join this company?
2. How did you hear about the organization, and what stood out during the recruitment process?
3. Did the company meet the expectations you had when you joined? Why or why not?

On Staying:

4. What motivates you to stay at this company?

5. What do you enjoy most about working here?
6. Do you feel your contributions are valued? Can you share an example?

On Company Culture:

7. How would you describe the culture here to a friend or prospective employee?
8. Do you feel included and supported in your team? Why or why not?
9. What words or phrases best describe this organization's values?

On Growth & Development:

10. How do you feel about the opportunities for growth and learning within the organization?
11. Are there any programs, initiatives, or leadership styles that have helped you in your career?
12. What additional support or resources would you like for your professional development?

On Differentiation & Aspirations:

13. What makes this company unique compared to others you've worked with?
14. If you could change one thing about the organization, what would it be?
15. What do you want this company to be known for in the industry?