# **Home on the Hill: UVP Interview Guide**

## **Interview Overview**

**Purpose:** Uncover Home on the Hill's authentic unique value proposition through structured conversations with board members and staff

**Duration:** 45-60 minutes per interview

**Approach:** Three-phase funnel from broad emotional connection to specific UVP articulation. Each section has a single highlighted question which is the highest priority to ask.

## **Phase 1: Warm-Up & Personal Connection (10-15 minutes)**

20 clients in person, 100 online, Jonie Monday afternoon – 6 to 10 people sometimes 30

*Goal: Create comfort, establish emotional baseline, understand personal investment*

### **Opening Questions**

1. **"Tell me your story with HOTH—how did you first get involved?"**
   * Listen for: Origin story, initial motivations, personal journey
   * Leslie – art program
   * Maggie – unhappy with the mental health services - so member of a founding board – focus on family caregivers – support the family – family first -recreation and family support as the unique factors
2. **"What do you personally enjoy most about being part of HOTH?"**
   * Listen for: Energy, passion points, emotional language

### **Emotional Temperature Check**

* **"When you tell friends or family about HOTH, what do you find yourself saying?"**
  + Listen for: Natural language, enthusiasm, key talking points
  + Hard to get the information across – Name is confusing ……branding change…potentially
  + We really understand mental illness……socialization and meaningful engagement
  + Providing safe space and connections?
    - Letter form a mother “its about connection”
* **What do you believe is HOTH’s unique contribution to the lives of individuals with schizophrenia and their families, especially in light of the recent challenges (loss of housing, funding shifts, leadership changes)?**

## **Phase 2: Exploratory Experiences & Observations (20-25 minutes)**

*Goal: Dive deeper into specific experiences, outcomes, and differentiators*

### **Client & Community Impact**

1. **"Can you share a story about a time HOTH really made a difference for someone?"**
   * Follow-up: "What made that possible? What was unique about how HOTH handled it?"
   * Listen for: Specific outcomes, process details, emotional impact
2. Can you share a specific example where Home on the Hill made a meaningful difference in a client’s or family's life — particularly in ways measurable through improved quality of life, housing stability, reduced hospital readmission, social integration, or family caregiver well-being — that you believe may not have occurred with other service providers?"
   * I think it overlaps a bit 4 and 6 but in general I am interested in trying to gauge the quantifiable impact.
   * Tom story- he went from a dark place to being having a job and own place to stay
   * Music therapy – one guy being reclusive – coming for a year -social and starting conversation – recurring clients –
   * Art therapy – not much recurring clients – 6 people
3. **"If you had to describe HOTH’s greatest success story to a potential funder or partner, what would it be—and why does that story matter?”**
4. **“How have the needs of your clients (individuals with schizophrenia, caregivers) evolved over time, and how might HOTH’s programs need to evolve to stay relevant?”**
   * **Takes time to build up trust**
   * **Usually post one year – getting rid of paranoia**
   * **Not much change in needs**

### **Competitive Differentiation**

1. **"In the York Region, there are other mental health organizations. What sets HOTH apart?"**
   * Follow-up: "What can HOTH do that others can't or don't?"
   * Listen for: Unique capabilities, approach differences, competitive advantages
   * Kraftsman center deals with drug addiction. HOTH cater to cleaner people. Major problem is mental illness
   * Strong personal connections – community bonds
   * More community services
   * No other community based recreational services -recurring clients -usually ends with a job – leverage this for marketing
   * 5 (5 years) -
   * Recurring = better mental health, 10 clients have jobs post HOTH
2. **"If HOTH stopped their services tomorrow, what would be lost that couldn't be replaced?"**
   * Listen for: Irreplaceable elements, core essence, critical functions
3. **What do you think funders, partners, and the broader community misunderstand or overlook about HOTH’s role—and how could we clarify that message?**

### **Organizational Culture & Approach**

1. **"How does HOTH approach challenges differently than other organizations you've been part of?"**
   * Listen for: Methodology, philosophy, problem-solving style

## **Phase 3: Synthesis & UVP Framing (10-15 minutes)**

*Goal: Crystallize insights into concrete value proposition language*

### **Direct UVP Articulation**

1. **“If you were talking to a potential donor about why they should choose to fund HOTH, how would you explain HOTH’s unique strengths?”**
   * Listen for: Compelling case, unique benefits, impact statements
   * Support clients and caregivers
   * Family support - create tag line – a lot of confusion
   * caregiver
2. **"If you could only use one sentence to capture what makes HOTH special, what would it be?"**
   * Listen for: Essence distillation, core message, authentic language

### **Future Vision**

1. **"If HOTH could secure sustainable funding, what one or two programs or services would you prioritize as essential to HOTH’s mission—and why are those worth investing in?**

## **Closing & Reflection (5 minutes)**

1. **"Is there anything important about HOTH's value that we haven't touched on?"**
2. **"What questions should I be asking that I haven't asked?"**
3. **Sounds like rebranding problem**
4. **Donation ? by funding the recrrational program you are proviing opportunity to heal**
5. **Any opportunity to look at the patient tracking system?**