# Stakeholder Interview Guide Template

## Instructions

This template can serve as a starting point to populate protocols and questions for key stakeholders you’ll engage with in your agency. You can use it with the Stakeholder Interests Template to help you prepare for stakeholder interviews.

We’ve populated a few sample interviews and questions to help you get started. Remember that stakeholder interests and concerns vary widely depending on the type of procurement, what’s common practice in your agency, what you may be asking the agency to do, and the stage in the acquisition lifecycle.

As you continue to grow and learn more about digital services acquisition, you can use your experiences to add to and refine these resources so they remain useful in future projects.

**Sample Interview 1**

* **Stakeholder group**: Digital Services Acquisition Partnership
* **Stakeholder positions**: Product Owner, COR, Digital Services Team
* **When to engage**: From pre-award requirements/Goal definition and through the process
* **Key considerations**: Describe the purpose and outcomes of the interview. Assume you are a member of the team gathering information to do a good job in your role on the team.

| **Interview 1 Sample Questions** |
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| Describe what you’re trying to accomplish in your digital services product or service. How was it initiated? How was it funded? Where did the impetus come from? Is there an executive sponsor? |
| Have you conducted user research and data gathering? If so, can I have access to that? |
| Why do you need a contractor or product provider to support this work? |
| Have you explored other options for doing this work, such as detailees and existing agency contractors with a scope and ceiling on their contracts that fit this need? Do you need assistance in exploring these options? |
| What talents, expertise, skills, or proficiencies are you seeking in your contractor or digital service team? |
| What amount of funding, what kind of funding, and what budget timing is available for this work? |
| Use these rows to write your own questions: |
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**Sample Interview 2**

* **Stakeholder group**: Acquisition stakeholders
* **Stakeholder positions**: Acquisition Policy Office, Senior Procurement Executive (SPE), Head Contracting Authority (HCA). Procurement Operations
* **When to engage**: From pre-award
* **Key considerations**: Describe the purpose and outcomes of the interview. Familiarize yourself with the appropriate references to the FAR, the TechFAR, and agency policy that demonstrate how your procurement plans fit within the regulatory or policy framework. Do your research to learn how these players have been involved in OFPP initiatives regarding digital services acquisitions.

| **Interview 2 Sample Questions** |
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| What advice can you give me on what I can do to reduce the likelihood that my acquisition strategy and plans raise concerns during our policy, compliance, and risk reviews? |
| Which regulatory or policy factors do you look at? What raises “red flags” in this area? |
| What risk factors do you look at? What raises red flags for you? What will raise red flags during higher-level reviews? |
| My procurement differs slightly from common agency practice [*describe how it’s different*], but it fits well within the FAR and our policies. Is there anything in my description that raises issues or challenges for you? |
| Do I need to consider anything as I develop my strategy and plan for this procurement? |
| Use these rows to write your own questions: |
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**Sample Interview 3**

* **Stakeholder group**: Advocates, Influencers
* **Stakeholder positions**: Related category managers, other agency leaders
* **When to engage**: From Pre-Award Acquisition Strategy and Plan
* **Key considerations**: Familiarize yourself with the various government-wide categories under category management and which one best matches the market you’re in for your digital services procurement. Use the resources and tools available in the Hallways in the Acquisition Gateway to prepare additional questions.

| **Interview 3 Sample Questions** |
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| We’re seeking contractors, products, or services to fill [*this need*]. What are some market trends in this area? Who are the suppliers currently serving this part of the market? |
| Are there GWACs, BPAs, or IDIQs from other agencies that fit what I’m trying to do? |
| Are there strategic sourcing initiatives in agencies that I can leverage to fit the scope of what I’m trying to do? |
| Can you help me find contractors, products, or services that will perform at the right price and deliver for us? |
| Are you familiar with any other current or past procurements agencies have done that are similar to mine? |
| Use these rows to write your own questions: |
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