

# STAKEHOLDER INTERVIEW EXAMPLE

1. Start by identifying the 10 most important subject areas for the project.  
For example: Future Fuels, New Business Models, Competitors etc.



2. Start making a list of people who could discuss about these subject areas, 1-3 people per discussion / area.



3. Write down 10 questions for each discussion, and clarify in your mind which are the five most important ones.



4. Schedule the interviews, and consider also sending out the interview questions prior to the interview.

Note: Usually, people want to receive a calendar placeholder at least two weeks beforehand, so you might need to book the interview before completing Step 3.



5. Conduct and record the interviews in Microsoft Teams or similar tool.



6. Assign each team member with an equal amount of interviews to go through. Then, listen to the recordings and write down most important findings on post-it notes.



7. Debrief the interview insights for example by doing a synthesis wall. In other words, start putting the post-its on a wall and organise them into clusters according to recurring themes.



8. Collaboratively with the team, discuss the insights on the wall. Write down the most important findings and remember to take pictures of the wall!

