Interviewing Your Way to Content-rich Learning

Michelle Medved, MBM Training Services

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Michele B. Medved
15 + years
Instructional Design & Performance Consulting

Interviews have played a big role in my career...

- I have sat in 40 different types of office chairs
- Completed 320 note pads
- Completed 88 laps walking to office cubes
- Endured at least 50 blank stares
Workshop Goal

Prepare and conduct SME interviews for content-rich videos.
INTRODUCTIONS

- Where are you from?
- What are your areas of expertise?
- Which types of videos are you planning to create?
Relevant
Applies to learner and task

Engaging
Brings facts to life

Focused
Targets one problem/topic/task

Deep
Provides details/"color"

F.R.E.D
Content Rich Learning
How do Interviews Benefit the Design of Learning?

- **Relevant**
  Applies to learner and task

- **Engaging**
  Brings facts to life

- **Focused**
  Targets one problem/topic/task

- **Deep**
  Provides details/“color”

**Content Rich Learning**
What is the Value Add of Interviews?

What is the Value Add of Interviews?

Relevant
Applies to learner and task

Engaging
Brings facts to life

Focused
Targets one problem/topic/task

Holistic response

Probe for details

Deep
Provides details/"color"

Clarify in real time

Build Rapport

Content Rich Learning

F.R.E.D
Our Video Deliverables

“How-to” Video

Tips for Success Video
Our Path to Success

- Define learning goals
- Prepare for an effective SME interview
- Conduct the interview
- Follow-up after interview
- Chunk and prioritize
- Write script
- Produce video
GET READY TO GATHER CONTENT-RICH INFORMATION

Define Goal
Devise Questions
Select SMEs
Set-up for Success
## Define the Interview Goals

<table>
<thead>
<tr>
<th>Learning Objectives</th>
<th>Interview Goals</th>
<th>Tangible Outcomes:</th>
</tr>
</thead>
</table>
| • What do they need to Do/Know? | • Specific  
  • Realistic  
  • *How?*  
  • *What?*  
  • *Why?*  
  • *When?*  
  • *Who?*  
  • *Where?* | • Tips/best practices  
  • Stories to bring facts to life  
  • Process map  
  • Examples  
  • Step by step procedure  
  • Rules  
  • Scenarios & case studies  
  • Perspective  
  • Recommendations  
  • Definition  
  • Explanation |
DEFINE INTERVIEW GOALS:

LET’S LEARN MORE ABOUT OUR DELIVERABLES

Learning Objective:

Interview Goal:

Tangible outcomes
What Makes Your Questions Effective?

- Target goal of interview
- Show preparation
- Fill gaps
- Single question
- Non-judgmental
Select The Right SMEs

Who is qualified to answer your questions?

Expertise

Experience

Authority
Set-up for Success

I LOVE talking about this and I want to share my knowledge

Who is this person?

Why are they wasting my time?

What do they want from me?
Set-up for Success

An Elevator Pitch answers these question to builds trust:

**Credibility?**
- Who are you?
- What makes you qualified to be the interviewer?

**Why?**
- What is the intent of the interview?
- Why me??

**WIIFM?**
How will interview benefit the SME and organization?

**Needs?**
- How should I prepare?
- How much time will it take?

- Provide answers in your introduction email
- Reinforce in Agenda (focus group) or start of a interview
Define Interview Goals

Devise Questions

Select the Right SMEs

Set-up for Success

Prepare for Success
GET READY TO SUCCEED

- Work in groups.
- Each group will be assigned a video deliverable.
- Complete “Step to an Effective Interview” worksheet.
DEBRIEF ACTIVITY

How-to Video: “I Want My Money Back”

Tips for Success Video: “Embracing Change”
HOW TO GATHER CONTENT RICH INFORMATION (WITHOUT GOING OFF TRACK)
Top Three Challenges:

SMEs answers are **NOT**:

1. Deep and meaningful: “Scratching the Surface.”

2. Relevant to your goals: “Skirting the Topic.”

3. Structured: “All over the Place.”
Challenge 1: Uncover Depth

Non-verbal

Verbal

Process
### Challenge 1: Uncover Depth - Probe for Details

<table>
<thead>
<tr>
<th>Open-Ended (5 W’s + how)</th>
<th>Goal</th>
<th>Type of answer</th>
<th>When</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Depth</td>
<td>Broad, rich, and narrative answers</td>
<td>Start of interview and probing for depth</td>
</tr>
</tbody>
</table>
Challenge 1: Uncover Depth - Probe for Details

- Tell me..
- Show me..
- Draw for me..
- Act out for me..
- Give me an example..
- What else?

5 Whys
Challenge 1: Uncover Depth

“Boundless Curiosity”

- Adopt a “know nothing”
- Look for new perspectives
- Ask open-ended, non-judgmental questions
Challenge 2: Keep it Relevant

Focus on:

• Learner’s perspective
• Priorities
• Consequences

Go back to questions/agenda
## Challenge 3: Define Structure

<table>
<thead>
<tr>
<th></th>
<th>Open-Ended (5 W’s+ how)</th>
<th>Closed-Ended</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goal</strong></td>
<td>Depth</td>
<td>Clarity</td>
</tr>
<tr>
<td><strong>Type of answer</strong></td>
<td>Broad, rich, and narrative answers</td>
<td>Specific</td>
</tr>
<tr>
<td><strong>When</strong></td>
<td>Start of interview</td>
<td>Zoom in for details</td>
</tr>
<tr>
<td></td>
<td>Probe for details</td>
<td></td>
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</table>

**Use Templates to gather information**
CONDUCT AN INTERVIEW

Work in partners:
Take turns playing the interviewer and SME (3 min each).

**Interviewer:**
- Use questions from the *Steps to an Effective Interview Activity*.
- Practice probing for deep content.

**SME:**
- Select one challenge (not enough depth, not relevant, or not structured).
- Use this challenge to respond to questions.
HOW SHOULD YOU FOLLOW-UP AFTER AN INTERVIEW?
Follow-up After an Interview

Validate the interview met its goal(s).

“Percolation”
SME:
Follow-up Email:
• Confirm action items
• Open doors for more information

Interviewer:
Review within 24 hours
Connect the dots
Find the gaps
Workshop Goal

Strategies to prepare and conduct interviews for content-rich videos.
Top 10 Skills for Interviewers

1. Define goals
2. Devise targeted questions
3. Select experts
4. Setup for success
5. Listen actively
6. Distinguish between Depth vs. Clarity
7. Understand SME types
8. Redirect to get relevant answers
9. Embrace boundless curiosity
10. Validate the interview met your goals
THANK YOU FOR PARTICIPATING

MBMTRAINING@YAHOO.COM

WWW.MBMTRAINING.COM

CONNECT ON LINKEDIN: MICHÉLE B. MEDVED

For more information, see my eBook on Amazon:
Top 10 Skills for Interviewers: How to Ask the Right Questions to Create Targeted Learning Solutions