



# HOW TO ... carry out a successful interview

An interview is a bit like a conversation except that you have an aim in mind and you have planned how to achieve that aim with the help of the person you are interviewing.

The key is to ask **open** questions. Those are questions that encourage the person to give long answers.

### Before you start

Think carefully about what you want to know and how this person can help you find it out.

Write some questions and take an audio recorder so you can listen to the interview again.



### During the interview

- ☞ Take charge
- ☞ Listen carefully to what your interviewee is saying, they might answer you next question before you have asked it
- ☞ Make and keep eye contact to show that they have your full attention
- ☞ Thank your interviewee

### Questions...Questions...

- ☞ Avoid closed questions, which can be answered with a simple yes or no – those are boring!
- ☞ Ask open questions beginning with who? what? when? why? how? – they get longer and more interesting answers
- ☞ Be confident, don't be afraid of asking the same question again if you feel it hasn't been answered properly

### Do

- \* Avoid closed questions
- \* Ask open questions – who? what? when? why? how? why?
- \* Be confident!

### Don't

- \* Ask complicated questions
- \* Ask questions with incorrect facts
- \* Ask questions that are too personal

