

1. Interview Guide

① Open General

What are some broad questions you can ask to open the conversation and warm people up?

This image shows a blank sheet of white paper with horizontal blue lines. The lines are evenly spaced and run across the width of the page, typical of notebook paper. There are no margins, text, or other markings on the page.

2 Then Go Deep

What are some questions that can help you start to understand this person's hopes, fears, and ambitions?

This image shows a blank sheet of white paper with horizontal blue lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings on the paper.