

Amy's Interview Tips

Building Trust

- Discover learning style
- Determine introvert or extrovert
- Consider if they are big picture thinkers or detail people
- Consider body language
- Avoid extra interviewers

Strategies for Introverts and Less Comfortable Speakers

- Interview in a familiar setting—i.e. not a studio or green screen
- Keep as few crew members as possible in eye line
- Build up their confidence in answers with some easy opening questions
- Do multiple short interviews (even in different locations) as opposed to one long one
- Put them in the driver's seat (sometimes literally!) by filming a ride-and-talk or a walk-and-talk interview
- Invite them to share a personal anecdote (Why did you decide to become an engineer? What do you love about it?)
- Do a sit-down interview after you've shot b-roll and they've gotten used to you and the crew
- Let them take a break and return later if needed

Understanding Learning Styles

- Visual: Visualizes answer. Responds well to 'what does that look like?'
- Auditory: Is analytical and listening to their own answer in their head. Responds well to 'why' questions.
- Kinesthetic: Learns by doing. Responds well to 'how' questions and walking you through a process.

Framing Technique

- Introduce your question theme with a short framing sentence
- Example: Let's talk about INNOVATION. How are you using [product A] to innovate [workflow B]?



Short Answer Technique

- Help speakers respond to themes
- Ask: If we made a word cloud, what words would stand out?

Contradict Me Technique

- Encourage speakers to counter a point to elicit passion

Do-Over Techniques

- Ask them to repeat due to noise
- Lean in as if you didn't hear them to prompt repetition

Finish My Sentence Technique

- Ask: Can you finish this sentence: 'The biggest value we bring at ABC Company is...'

ONE THING Technique

- What is the ONE THING you want people to know about X?
- What is the ONE THING you believe about Y?

Enjoy!

