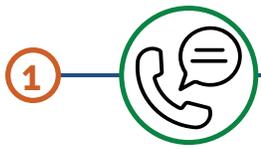


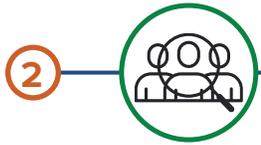
Guidance for Interviewing Your SMEs



1

Stress the importance of getting on the phone.

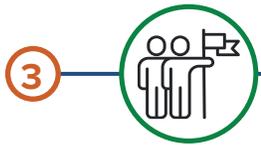
Get on each other's calendars, and schedule time together. Book more time than you may need (e.g., schedule an hour, even if you may only need half an hour).



2

Research, research, research.

Make sure you're talking to the right SME. Craft questions ahead of time. Have your research sources ready to share.



3

Break the ice and establish a rapport.

Be clear about how much you can help once you have the right information, as SMEs may not realize what you can or can't do.



4

Start questioning.

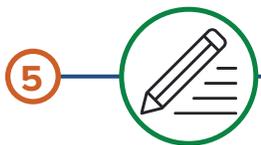
Focus on extracting targeted details and the information you need to marry your win themes to the technical content.

Be specific.

- Avoid indiscriminate, overly broad questions. Try, "Can you explain why we are providing X to accomplish Y?" vs. "What is our approach?"

Be strategic.

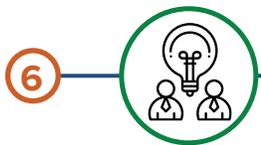
- Asking too many questions can confuse you and your SME.
- Avoid questions that can be answered with "Yes," or "No."



5

Adjust as new information comes to light.

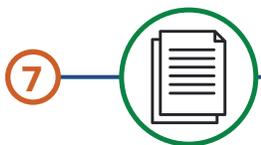
You may have prepared questions based on your research, only to discover during the interview that your findings stem from 'insufficient' or 'inaccurate' information. It's okay to form new questions as the interview continues.



6

Suggest solutions or ideas and expect to be wrong.

You build rapport with SMEs by actively listening and seeking truth.



7

Write relevant content as soon as possible.

Block time on your own schedule post-interview to recap. Send your organized notes to the SME and ask them to confirm and/or revise as needed. This can also spark more answers from your SMEs.

