

The Interview Matrix

2016 Energy Fair

The Interview Matrix

- What is this presentation?
- Who am I?
- Why a system or process?
- The Matrix?

The Interview Matrix - What is it?

An engagement practice to enable you to draw out meaningful feedback from a group of people because they are enthusiastic about their contribution.

Utilizes pre-defined questions that you would like answered by all members of the group

Engagement Systems and Processes

Engagement - An engaged contributor is one who is fully absorbed by and enthusiastic about their contribution and so takes positive action as part of their involvement.

Systems and Processes - Our practice(s) by which we achieve our work.

The Interview Matrix - Synopsis

- Feedback from a group of individuals
- 4 questions
- < 40 people
- Consensus plus full record of all inputs

The Interview Matrix - What do you need?

- A room with chairs that can be moved around into groups of 4 (wo tables)
- 4 flip charts with markers in the corners of the room.
- A one sheet handout for each participant with pens/pencils

The Interview Matrix - Process Overview

1. Introduce the purpose of the session
2. Introduce the four questions (or build them with another process)
 - a. Reveal or display each question on one of the flipcharts
3. Assign a number for all participants, 1-4
4. Have participants move their chairs such that that 4 person group are seated together
5. Run through the **interview** sequences
6. Have participants move to their number flipchart and work on **editing**
7. Have all participants move around the room and view all other areas
8. Collect all interview sheets and flipcharts

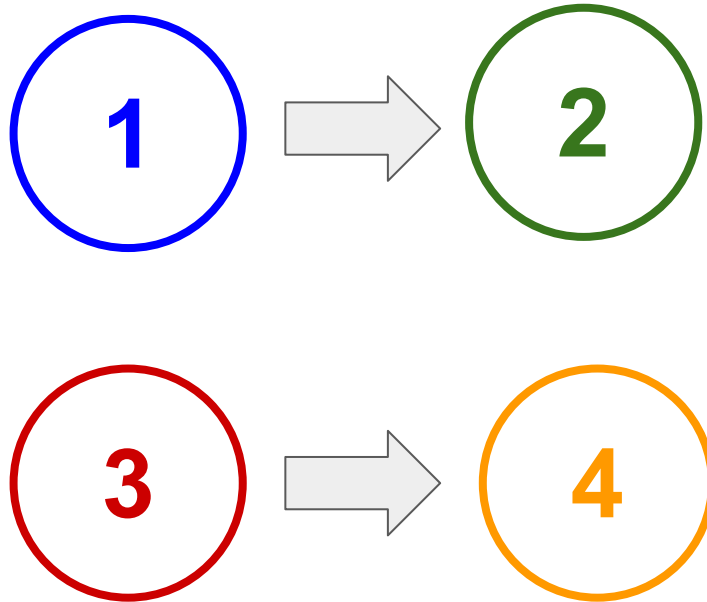
The Interview Matrix - Interview Process

Participants are assigned a number that corresponds to a question on sheet

Facilitator announces each timed round beginning and end:

1. 1 interviews 2, 3 interviews 4 [2 minutes]
2. 2 interviews 3, 4 interviews 1 [2 minutes]
3. 2 interviews 4, 3 interviews 1 [2 minutes]
4. 3 interviews 2, 1 interviews 4 [2 minutes]
5. 4 interviews 2, 1 interviews 3 [2 minutes]
6. 2 interviews 1, 4 interviews 3 [2 minutes]
7. Answer your own question [2 minutes]

The Interview Matrix - Interview Process



The Interview Matrix - Interview Process

Instructions for participants

- Interviewer
 - When it's your turn to ask the question, you only ask the question
 - **Do** repeat the question if asked/necessary
 - **Do** read back what they said when asked
 - **Don't** prompt, add in your own ideas or paraphrase.
- Interviewee
 - Respond to the question
 - **Do** - Think out loud.
 - **Do** - Talk for 2 minutes on topic.
 - **Don't** worry about phrasing or grammar

The Interview Matrix - Editing

Participants work together at their question to list off all inputs.

Try to reach consensus on the a full response to the question.

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4. Have participants move their chairs such that that 4 person group are seated together
5. Run through the **interview** sequences [12]
6. Participants move to their flipchart and work on **editing** [12]
7. Have all participants move around the room and view all other areas [10]
8. Collect all interview sheets and flipcharts

The Interview Matrix

Example - 20 people

- Time
 - Traditional model - $20 \times 2 \times 4 = 160$ minutes (2 h 40 m)
 - Interview Matrix - 34 minutes
- Engagement
 - Traditional Models - louder speaker more, quieter may say nothing
 - Interview Matrix - Everyone has equal opportunity to contribute
- Logistics
 - Traditional Models - Easy setup but risk of everyone following a “leader”
 - Interview Matrix - More setup but all big group discussion is grounded in consensus