



Stakeholder Interview

“The person with insight enough to admit their own limitations comes nearest to being their potential.”

- Johann Wolfgang von Goethe

What is this?

Stakeholder feedback interviews are done by teams with their key stakeholders; this could include project owners, other teams and suppliers both within and outside the organization.

The interviews allow you to step into the shoes of your stakeholder and see your role through their eyes.

Learnings and insights guaranteed!

Tool Process Overview:

1. Meet your stakeholder.
2. Hold the 5 question interview. 3 minutes per question.
3. Reverse roles.
4. Reflect together.

OR

Do the same process with your team mates.
This is an awesome team building exercise.

Outcomes

- Clarity on how your team’s work matters to people you are dependent on.
- A better and deeper personal relationship with your key stakeholders and between team members.
- Opening for a culture of feedback and coaching.
- Common understanding of the team’s role in the larger organization.

Primers

- The purpose of a stakeholder interview is to see your work from the perspective of your stakeholders.
- Keep an open mind about whatever your stakeholders are contributing with - the right mindset is that “on some level everything is always a gift”.

How to...

Step 1 - Identify

Identify the stakeholders who are relevant to your current need of feedback.

The tool "Stakeholder Mapping" may help you in this.

Step 2 - Meet

Just before the meeting, spend a few minutes on quietly relaxing, getting into a mindset of curiosity and exploration.

Try to really listen to each other, with an open heart. Try to see the world from the eyes of your stakeholder.

And... set a timer. 3 minutes per question is a good rule of thumb.

Q1. What is your most important objective, and how can I help you realize it? (What do you need from me?)

Q2. What criteria do you use to assess whether my contribution to your work has been successful?

Q3. If I was able to change two things in my area of responsibility within the next three months, what would create the most value and benefit for you?

Q4. What do you see as my greatest strengths and how do you see me applying them?

If possible, share a story where I applied this strength.

Q5. What do you see as my greatest area of improvement?

Step 3 – Reverse Roles

This practice is really powerful when you reverse roles. Let your Stakeholder interview you with the same questions, and the same mindset. Mutuality guaranteed. 😊

Step 4 – Reflect Together

Both you and your stakeholder: reflect in the two questions together for 5 minutes:

1. How was it to have a conversation like this?
2. What do I bring from this conversation?

Tips & Tricks

The Stakeholder Interview is awesome to use between individuals in any team and work group. To create deeper connection and understanding of what you do, and how you are interdependent