

The Interview

Communications & Media

Structure that gets past prepared lines to something new.

A shape that works under pressure.

Research first

1

Know the answerable facts already. Spend the time on what only they know.

Open wide

2

Start with easy, open questions to establish how they speak normally.

Narrow

3

Move to specifics: dates, numbers, who decided what and when.

Put the difficult question

4

Once, plainly, without hedging. Then wait through the silence.

Close the gaps

5

Ask what you should have asked, and who else you should speak to.

Silence after a partial answer is the most productive tool available and the hardest to use. Do not fill it.