

20 QUESTIONS: A basic interview guide to uncover what might be affecting a target behavior

Please answer all the questions below as honestly and completely as you can.

1. I [target behavior] now.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
2. I intend to [target behavior] soon.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
3. I would prefer never to [target behavior].	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
4. I would like to [target behavior] someday.	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree
5. I always [target behavior].	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree

6. What are the good things that happen when you [target behavior]? Offer as many examples as come to mind.

7. What are the bad things that happen (or might happen) when you [target behavior]?

8. What makes it hard to [target behavior]?

9. What would make it easier to [target behavior]?

10. Who likes it when you [target behavior] and why?

PEOPLE WHO LIKE IT	WHY THEY LIKE IT

11. Who would rather you not [target behavior] and why?

PEOPLE WHO WOULD RATHER YOU NOT DO IT	WHY THEY DON'T LIKE IT

12. Which two or three people you just mentioned – both those who like [target behavior] and those who don't – matter most to you? (Circle answers above)

13. Who is in control of whether you [target behavior] or not?

14. Are you the kind of person people would expect to [target behavior]? Why is that?

15. How do you feel when you [target behavior]? (If they've never done it, the question should be about how they think they'd feel if they did it).

16. How have people around you traditionally viewed [target behavior]?

17. Why do you think more people don't [target behavior]?

The next three questions are about your work and your goals in general. So forget about [target behavior] for a moment and tell us about yourself in general.

18. What's most important to your boss when it comes to what you do every day?

19. For you personally, what are your three or four most important goals at work?

20. Please complete the following three sentences:

a. As a person, I'd like to be more:

b. I wish I had more time to:

c. I'd be more successful at work, if I could:

Cross Reference for Analysis

You can never tell which of these questions will reveal what type of insight. But each question has been designed to reveal specific information. Below is a chart showing what type of insight we might expect from each question.

QUESTION	WHAT QUESTION IS DESIGNED TO REVEAL
1-5	Doer/non-doer status; where subject fits along the stages of change.
6	Perceived consequences, especially expected rewards.
7	Perceived consequences, especially expected penalties and risks.
8	Efficacy, skills, knowledge and investment/price issues.
9	Possible solutions for efficacy, skill, knowledge and investment issues.
10-12	Normative influences.
13	Influence of control and environmental factors.
14	Self-standards around behavior.
15	Influence of feelings and emotions.
16	Influence of traditional views.
17	Environmental factors.
18-20	Audience needs-states.



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