

Interviewing Influencers – Example Interview Questions

Basics

1. Can you give our audience a quick intro to who you are and what you do?
2. What would you say is your specialty in your industry?
3. How long have you been in this industry?
4. Was there a reason you got into this industry in the first place?
5. What's your personal story, or that of your business?
6. What were your main challenges in getting where you are today?
7. What were your biggest triumphs?
8. How would you do things differently given the chance?
9. How do you see yourself/your business progressing?
10. What would you consider your biggest challenges to be in the near future?

Latest Projects

11. What have you been focusing on recently?
12. What are your primary goals for your latest project?
13. What have been your biggest challenges in your latest project?
14. How have you overcome those challenges?
15. What lessons have you learned with those challenges?
16. What were the key influencing factors or other people who have helped you in your latest endeavour?
17. What issues or lessons did you come across that you weren't prepared for?
18. How have those issues shaped the outcome of what you have tried to achieve?
19. Where do you see this project progressing in the future?
20. Do you feel that you have achieved the key goals that you set for yourself?

Engaging Others

21. Using your own experience, how would you recommend that others prepare before undergoing [something relevant to their industry]?
22. What are your 3 favorite tools for running your projects or business more effectively [or other relevant tasks]?
23. What, in your opinion, are the key attributes that [audience member role] needs to manage to overcome unforeseen issues?
24. What other key skills do you consider essential in running [a small business or business of a particular industry]?
25. What is the most valuable piece of advice that somebody gave you during your career?
26. How have you influenced the work of others? What particular contribution have you had to others' projects?
27. What key steps would you advise as being essential when performing [a particular task]?
28. What issues would you recommend that someone prepare for when performing a [particular task]?
29. What methods do you employ to take into consideration the feedback/suggestions of your customers?
30. How can others get involved and interact with you?