

EMPLOYEE INTERVIEW

INVITATION & QUESTIONS

Invitation to the Interviewee: Inviting employees to participate starts with clear communication. Whether delivered in person or via email, the message should emphasize why they were chosen and what the process entails. For example:

We are starting an initiative to define (or refresh) our organization's unique value propositions. The information gathered will be used to create our core values (how we operate) our business purpose (why we exist). It will also help us define the unique value we bring to our clients in the services (or products) we offer.

As a valued member of our team, we would like to ask you to participate in this initiative. The information you provide is critically important, and we appreciate your open and honest feedback. We will set up a meeting with you shortly and have included a short list of questions to help you prepare.

Please let us know if you have any questions. Thank you in advance for your participation.

Include the interview questions with the invitation to let them see the scope of the questions, reduce anxiety, and allow them to prepare.

Employee Interview Questions:

1. Why do you love working at our company?
2. What do you think makes us unique compared to other places you've worked?
3. What do we do really well as an organization, not only internally, but externally?
4. What differentiates us from our competition?
5. What could we do better to make us stronger as a company?
6. Anything else you would like to share about our organization?