



BENNIE CONVERSATIONS

How She Shines

Tips for a Successful Bennie Conversations Interview

Prepare for the interview.

- You do not need to ask all of the questions, so pick the questions you feel will best capture the story.

Silence is OK.

- Let your interviewee(s) think about their answer. Do not try to fill the silence.

LISTEN to your interviewee(s).

- Read between the lines. What is unspoken?

Ask probing questions.

- You have a list of questions, but it is important to dig deeper and probe by asking follow-up questions.
- Ask questions that begin with “how” or “why.”

Recognize their heroism AND call it out.

Take a break.

- The interviewee(s) may have “question fatigue.” If she is reaching a wall, not making eye contact, moving, etc. it may be time to take a break.

Thank her for sharing her story with you.