

THE CHALLENGER INTERVIEW

WHAT IS THE CHALLENGER INTERVIEW?

- Allows you to learn about the underlying goals and motivations of people
- Like the “Five Whys”, by focusing on asking “why” repeatedly
- The difference is you are not asking “why” about a problem but asking why it matters

HOW TO COMPLETE A CHALLENGER INTERVIEW

- Have a clear problem statement, and review it with the people who are experiencing the issue
- Ask, “Why does this problem matter to you?”
- Ask, “Why does this problem matter to them?”
- Completing your questions in this order will allow you to see the motivations behind decisions

HELPFUL TIPS

- Show compassion
- Don’t sound or be judgmental when asking the questions
- Use as first step for root cause analysis (RCA)—defining the event

