

Strategic Questions Interview Guide



INSTRUCTIONS: Each member of your team is to interview 2-3 people who know your organization well (e.g. board members, volunteers, members, or stakeholders/partners), and ask questions below. Leave 20-30 minutes for each interview so you can probe their answers. The goal is to build a comprehensive picture of how your organization is viewed.

Interview with:	
What value do you think our organization brings to the community?	
How do you think our stakeholders perceive us—what do they say about us when we are not in the room?	
What three things have you found most positive about our organization and what would you say are our strengths?	
What three things have you found most negative and are the weaknesses?	
What mistakes are we making?	
What three things would you like to see our organization do—is there something we could do that would really make a difference and have a huge impact?	

Thriving Non-Profits
Strategic Questions Interview Guide



Interview with:	
What value do you think our organization brings to the community?	
How do you think our stakeholders perceive us—what do they say about us when we are not in the room?	
What three things have you found most positive about our organization and what would you say are our strengths?	
What three things have you found most negative and are the weaknesses?	
What mistakes are we making?	
What three things would you like to see our organization do—is there something we could do that would really make a difference and have a huge impact?	

Thriving Non-Profits
Strategic Questions Interview Guide



Interview with:	
What value do you think our organization brings to the community?	
How do you think our stakeholders perceive us—what do they say about us when we are not in the room?	
What three things have you found most positive about our organization and what would you say are our strengths?	
What three things have you found most negative and are the weaknesses?	
What mistakes are we making?	
What three things would you like to see our organization do—is there something we could do that would really make a difference and have a huge impact?	