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|  |  | **The Conversation Map©**For interviews, use this guide to elicit stories, stay on track and organize material for later editing. * **Prepare.** Research your interviewee and know the subject well.
* **Share.** Model openness, respect and trust.
* **Listen.** The answers are more important than your questions.
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|  |  Stories have structure that guides action and reveals lessons. Start with the Familiar, ask about a Surprise, probe for a Set-Back, listen for a Struggle and celebrate a Success. Finally, examine the Lesson Learned. From the collected material, write and rewrite until you have a story that is robust, powerful and authentic.*Watch the video tutorial and get additional content at* [*www.bradcochrane.com*](http://www.bradcochrane.com) *and click on Free Stuff!*

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| Structure | Eliciting Questions | Answers as a story |
| Familiar | Tell me about yourself. | *Name, Positon, Job* |
| Surprise | Tell me about a situation that happened… |   |
| What surprised you? |   |
| Set-Back | Tell be about a setback. |   |
| Struggle | Tell me about a struggle |   |
| How did you overcome it?  |   |
| Success | What did success look like? |   |
| Lesson Learned | What did you learn? |   |
| Why was the product essential to the story? | *Product X made this* *possible because…* |

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