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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. |
|  | 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!*     |  |  |  | | --- | --- | --- | | 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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