

**Interviewee:** [NAME]

**Date of interview:** [DATE]

### **STEP 1: Define Your Interview Goal:**

- What do you aim to learn from this conversation?
  - Example: Gain insights into the career path of [insert name], with a focus on understanding their career pivot from [specific role] into [specific role], challenges they encountered, and identifying any skills or key learnings that supported their success in their current [specific role].

**Now, grab a pen and let's get going on the research.**

### **STEP 2: Review Their LinkedIn Profile**

- What is their educational background?
- What different roles did this person hold throughout their career?
- What is their current role and responsibilities?
- Do they hold any certificates, licenses, or accreditations that are interesting?

### **STEP 3: Dig Deeper**

- Was this person a part of any major achievements such as player signings, winning championships, rebrands, or major announcements during their tenure?
- Have they been included in any relevant media outlets - Articles, interviews, podcasts, or public speaking engagements?
- Has there been any recent company or club updates?
- What is the current stage of their organization?

### **STEP 3: Synthesize Your Findings**

- Connect what you uncovered with your interview goals. Summarize key points to reference during the conversation.

### **STEP 4: Craft your questions**

- Write out 10 tailored questions
- A few examples questions (adapt these based on the person's role/expertise, how long they've been in their career, etc.):
  - What was the best thing you learned from working outside of soccer that immediately helped you have success when you landed your first job in the sport?
  - At this stage in your career, what lessons or insights would you share with your younger self at the start of your career?
- Prioritize them based on relevance to the interviewee's expertise and your goals.

### **STEP 5: Send them to your interviewee**

- Share your questions in advance to facilitate thoughtful responses and maximize efficiency during the interview. This is appreciated!