QUESTIONS TO ELICIT GREAT CONTENT

What not to say/focus on

- Tell me what you do on the job all day.
- What were your responsibilities?
- What courses did you take?
- What are your accomplishments? (Most won’t have a good answer when asked this way.)

What to say: To extract facts and numbers

- What happened as a result?
- How much? How many? How do you know?
- How did that compare to your peers? To expectations?
- How much time did that waste? How much did that cost? Why was that a problem?
- Can you estimate how much that saved?
- And ... ?

What to say: To uncover context

- Why did you take that job?
- What was going on?
- Were you hired to deal with a specific problem or challenge?
- Why are you looking for a new job?
- What would have happened if you had not [done this thing, fixed this problem, taken on this challenge]?

What to say: To elicit stories and accomplishments

- Tell me about a problem you solved in that job.
- Was there any specific project or problem your manager asked you to take on?
- What did you do that you weren’t asked to do?
- What role did you fill on that team? What would you have changed? Did you do it differently next time?
- Why was that a problem?
- Why did your manager ask you to do that?
- Tell me about a time when you used [specific relevant skill].
- What were you known for?
- Tell me more.

What to say: To reveal motivation and emotion

- What did you love about that job?
- It sounds like you really enjoyed that.
- What are you most proud of?
- You sounded excited about that challenge.
- What made you choose this line of work?
- What made you decide to leave your job?

What to say: To understand character and personality

- What do others say about you?
- Tell me something about yourself that would surprise me.
- What sets you apart from others?