

Leadership & Stakeholder Interview Worksheet

How long have you been with your company?

What are your responsibilities at your company?

How would you describe your company to someone who has never heard of the company?

What does your company do well?

If your company were a shoe, what type of shoe would it be and why?

Who are your company's three main competitors?

How does your company differ from its competitors?

Who is your ideal customer/client/patient?

What marketing efforts have you used in the past?

Is there anything you would like to add?