

Interview Question Framework

A companion resource for The Enterprise Video Production Playbook by William Cook

Purpose: Give an interview a clear editorial job while leaving room for a real answer.

Use when: Preparing a participant, interviewer and factual reviewer before recording.

Owner: The editorial or interview lead, with the subject owner controlling factual boundaries.

Not for: A script every participant must follow or a promise of final-edit approval.

Editorial job

Participant: []

Role in the story: []

Audience: []

Primary message this person supports: []

Perspective only this person can provide: []

Boundaries

Required exact language: []

Claims needing review: []

Topics not approved: []

Use and release status: []

Factual reviewer: []

Six-part question structure

1. Context

Purpose: establish who the person is and what was happening without spending the interview on biography.

- What is your role in this work?
- What was happening before this project or decision began?
- Who was affected?
- What did the team already know?

2. Tension

Purpose: make the problem specific.

- What made the situation difficult?
- Which constraint mattered most?
- What would have happened if nothing changed?
- What did people misunderstand at the time?

3. Decision

Purpose: show judgment and alternatives.

- What did the team decide?
- What alternatives were considered?
- Which trade-off did you accept?
- Who needed to agree?

4. Experience

Purpose: produce observable detail.

- What happened in practice?
- Which moment made the change real?
- What did you see or hear?
- Can you give a specific example?

5. Meaning

Purpose: connect the experience to the audience.

- Why did that matter?
- What changed for the customer, employee or team?
- How would you explain this to someone new to the subject?
- What does the result make possible?

6. Forward view

Purpose: close with practical direction rather than a slogan.

- What should happen next?
- What have you learned?

- What would you tell someone facing the same decision?
- Which part of the work deserves more attention?

Follow-up prompts

- What happened next?
- What made that difficult?
- Can you give me an example?
- What does that mean in practice?
- What did you decide at that moment?
- Who noticed the change first?
- Can you say that for someone who does not know the internal term?
- Give me the shorter version without losing the main point.
- Start that answer with what changed.

Limited-time priority

1. Essential answer the film cannot lose: []
2. Perspective only this person can give: []
3. Supporting example: []
4. Optional alternate or closing line: []

Participant preparation note

Send the participant:

- purpose and audience;
- themes, unless exact questions are needed;
- schedule, location and expected duration;
- who will be present;
- wardrobe and microphone guidance;
- where to look and how the conversation works;
- use and approval contact;
- reassurance that pauses and repeated answers are normal.

Do not promise final-edit approval unless it is part of the actual agreement.

Interview-day checks

- ■ Pronunciation of name, title, company and product confirmed.
- ■ Release status confirmed.
- ■ Required answers captured first.
- ■ Acronyms and technical terms explained.
- ■ Specific example captured.
- ■ Clean start and finish for central answer.
- ■ Alternate concise version captured.
- ■ Factual uncertainty marked for review.
- ■ Room tone and required pickup lines captured.

From *The Enterprise Video Production Playbook* by William Cook. Published by Luma Creative. Adapt this working document to your organization's requirements.

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