

July/August/September 1989

TO: Executive Addressed

FR: James E. Lukaszewski, APR Chairman

RE: Interview Debriefing Checklist

Interviews provide extraordinary opportunities to learn about ourselves and how we communicate about our organization's products, concerns, problems and ideas. This checklist will help you evaluate your performance in an interview. In addition, it will:

- Help others know what took place.
- Help you determine what information you didn't know before the interview.
- Help you and others in the organization be better prepared for subsequent interviews on the same issue.
- Help you build information files about your organization for future reference and future use.

INTERVIEW DEBRIEFING CHECKLIST

1. Did we accomplish our objective? How?
2. What else did we accomplish?
3. Who was affected? Who will be affected?
4. Should we call them right away?
5. What new questions do our answers raise?
6. Who will have to answer them?
7. What did we learn from this interview?
 - About ourselves
 - About the government
 - About other products
 - About other products and divisions of our company
 - About our competition
 - About our environment
 - About new issues
 - About the media's view of our product or problem
8. What follow-up activity is needed?
9. What questions were asked that we didn't expect? How did we answer them?
10. What should our answers have been?
11. Who should be briefed on this interview?

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