

Case Study Interview Questions

The Setup

- What was your life like before you first encountered the problem you faced, or before you decided to take action?
- Can you describe a typical day during that period?
- How did your situation affect your family, and those around you?

The Crisis

- When, exactly, did you decide to take action to address your challenge?
- What happened that moved you to take action at that moment?
- What was your specific goal in trying to solve your problem?

- Was there an event or an ability that would prove that you had overcome your problem and achieved that goal?
- What, if anything, did you do to solve your problem prior to working with us, using our product, or participating in our program?
- Why didn't those previous solutions work?
- How did you first hear about us, or about our approach?
- What finally made you decide to give our product or process a try?

Pursuit

- How did it feel the day you took that first step and began our program? (Were you excited? Skeptical? Reluctant? Afraid?)
- What surprised you about this process? Was anything about it different than what you expected?
- What elements of the program did you find most effective or beneficial for you?

- Did others support you on this journey? How?
- Was the change you experienced gradual, or did everything come together quickly, or at the end of the process?

Conflict

- What were the hardest things about starting, and sticking to, this new regimen?
- Did anyone try to discourage you from continuing, or unintentionally make the process harder?
- Did you ever get discouraged or depressed? “Cheat?” Want to quit? Give up entirely before starting again?
- How did you overcome those tough times—how were you able to push through the obstacles and setbacks and keep pursuing your goal?

The Climax

- How did you finally know you had succeeded—that you had achieved what you set out to do?
- What was that exact moment like for you? For your loved ones?

The Aftermath

- What is your life like now, compared to what it was before you began our program?
- How has this change affected those around you—family or friends or co-workers?
- What would you suggest to anyone else dealing with the problem you faced?

*From **Storytelling Made Easy: Persuade and Transform Your Audiences, Buyers and Clients - Quickly, Simply and Profitably** by Michael Hauge ©2017*