

# COMPETITIVE EDGE: Interviews

## Guidelines for interviewers

**The aim** of the Competitive Edge interviews is to find out in what ways, with what people and in what circumstances can an organisation become and remain successful.

**The goal** of the interview is to collect stories of successful youth leaders and veterans in youth work.

We will try to implement a **semi-structured interview**, which means that new questions can be brought up during the interview as a result of what the interviewee says. That is why you should consider the questions we drafted only as a **framework of themes to be explored**, and not the exact questions which must be asked.

**The target group** of the interview are successful youth leaders (volunteers) and youth workers (professionals), who have been involved in youth work some years ago. We prefer to focus on these, although people who are still actively involved in youth work can also be considered satisfactory, provided they have a successful career and several (min. 5) years of experience.

The interview should last **between 30 and 60 minutes** and should ideally be **recorded**.

**The results** we expect to get are two:

**1. A short "newspaper-style" article for the website, which includes**

- A title
- A picture of the interviewee
- A short attractive story
- Some interesting quotations

**2. A description of findings, which are relevant for our research** (concrete ideas of what is important for increasing the competitive edge of youth organisations,...)

The results should be **sent to Petra** at [petra.pucelj@gmail.com](mailto:petra.pucelj@gmail.com)

## Framework of topics

1. INTRODUCTION (explain:)
  1. What our project is about
  2. Why are we doing this interview
2. BACKGROUND
  1. What sort of youth work did you do, in which organisation, when, what activities, what target groups...
3. STORY
  1. Could you tell us your story about youth work?
  2. How did you get to the organisation?
  3. When did you start and finish, what were the conditions then?
  4. Which was your most memorable project and why?
  5. What were the most attractive and motivating experiences in your organisation?
  6. What difficulties did you face when working in the organisation?
  7. What experience did you gain? How did you use it further life?
  8. What would you do differently now?
4. ADVICE
  1. How to get members?
  2. How to integrate new members?
  3. How to motivate your members?
  4. How to train/educate your members?
  5. What are the personal qualities of successful youth leader?
  6. What is good atmosphere in an organisation?
  7. What is successful organisational structure (relations, meetings,...)?
5. YOUTH WORK IN GENERAL
  1. Which topics would you put into the curriculum of studying youth work?
  2. What do you think is different in youth work now compared to before?
  3. What is the role of youth work in society?