

TARGET AUDIENCE GROUP INTERVIEW QUESTIONS

Target Audience Group:

For this change initiative, identify the **biggest challenges** that it presents. Be as specific as possible.

- 1.
- 2.
- 3.

Looking forward, what are the **apparent obstacles** that will impede success?

- 4.
- 5.
- 6.

What does success look like? What are your **significant success factors**?

- 7.
- 8.
- 9.

What **questions** do you have at this point in the change initiative?

- 10.
- 11.
- 12.