

OPENIDEO INTERVIEW TOOLKIT



TIME
30-45 min

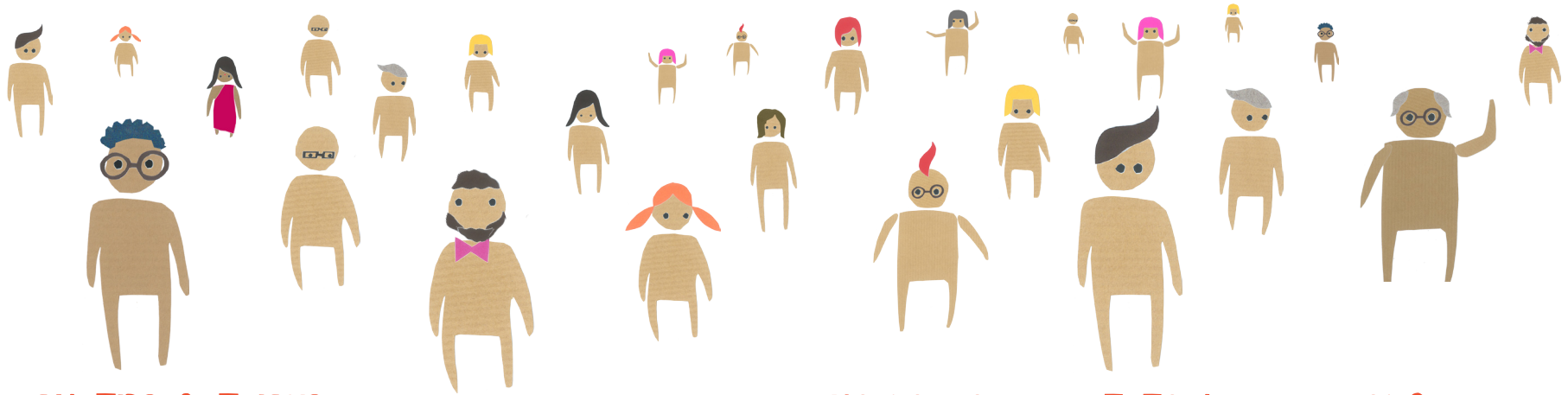


MATERIALS
paper, pens



SHARE
openideo.com

Great insights start with people – for the **Youth Mentor Challenge**, let's go beyond age. People from diverse cultural backgrounds, incomes, professions, life experiences and abilities will have different insights to share. The Research phase helps us to move past assumptions about 'young people' and 'older adults' as general groups and gathering a range of perspectives will help us better understand the Opportunity Areas during the Ideas phase. Once you've completed your interviews, share your insights on openideo.com!



RESEARCH TIPS & TRICKS

SETTING UP: Face-to-face interviews are best, but phone calls or Skype are also options.

CONSIDER FORMING A TEAM: If interviewing more than one person, grab a friend and divide up roles, like note-taker or doodler.

PACK A FIELD KIT: Bring a notebook and pen to capture your notes and sketches. Write in the voice of the participant and aim for direct quotes wherever possible. Voice recorders are great, but always ask permission first.

STAY FRESH: Reflect when your thoughts are fresh. We encourage you to post your early thinking via social media using @openideo.

SUCCEED IN STORYTELLING: Focus on your most insightful and inspiring findings. Think about why your interviewee answered in a particular way. Read between the lines!

SHARE YOUR INSIGHTS ON OPENIDEO: Organise your notes, upload pictures, capture insights and upload to the challenge. Link your entry to Mission #5 (conduct Interviews).

WHO DO YOU WANT TO LEARN FROM?



TALK TO YOUNG PEOPLE: 15-24 year olds are navigating a very different path into adulthood than the generations of older adults before them. As 'digital natives' – they are the only generation that's grown up practically fluent with new technologies like social media and digital platforms. Learn about how they construct social networks both online and offline.



TALK TO OLDER ADULTS: The 50+ group represents three generations with very different values (baby boomers, the greatest generation, and the silent generation). To bring this to life, this group includes WWI, WWII, and Vietnam veterans, as well as people who went to Woodstock and saw the early Beatles play! What contrast do you see in how they relate to their social circles and support communities? What are their hopes and dreams about this stage of their lives?



TALK TO EXPERTS: Experts can help us hit the fast-forward button on our learning process. Let's include people who can speak to patterns observed in young adults (like an educator, or someone who works with young adult volunteers), older adults, or people with depth in running or organizing mentoring programs.

DISCUSSION QUESTIONS

Talking to people with a diverse range of experience with mentoring is a great way to expand your perspectives. Check out these possible interview questions and feel free to make up your own or build on these as the conversation flows.

DIVERSE & FOCUSED QUESTIONS:

What does mentoring mean to this person?

SOMEONE WHO'S BEEN A MENTOR

- Who did you mentor? How did you meet?
- What skills or learning did you share with them?
- How did the experience of teaching make you feel?
- Has your mentorship continued?
- Why do you mentor?
- What does mentoring represent to you?
- What enablers made it easier for you to mentor?
- What barriers made it harder?
- What are some of the things that gave you confidence in your ability to mentor someone?
- How would you describe mentoring to someone else?

SOMEONE WHO'S RECEIVED MENTORING

- Tell me about a time when you received mentoring. What was it like? Did you learn?
- How did you know or meet your mentor?
- What skills, know-how or learning did your mentor share with you?
- How did the experience of receiving teaching or coaching make you feel?
- Has your mentorship continued?
- What does mentoring represent to you?
- How would you describe mentoring to someone else?
- What advice would you give to a first-time or hesitant mentor or mentee?

SOMEONE WHO'S HESITANT ABOUT THE IDEA OF MENTORING

- What is your perception of mentoring?
- What are the barriers that keep you from mentoring?
- Who are the kinds of people that mentor? Who receives mentoring?
- What questions or concerns do you have about mentoring?
- What do you know how to do that you could teach someone else?
- What might mentoring look like through a new lens?
- Find out where this person IS engaged, if it's not in mentoring—what would you learn from that?

TALKING TO EXPERTS:

Hit the fast-forward button on our learning.

EXPERTS ON YOUNG ADULTS

- What are the two biggest barriers preventing young people from mentoring?
- What is one solution in the area of engaging young people that excites you?
- How might we change mindsets around the role young people can play in mentoring older adults?
- What aspects of engaging young adults are getting better?
- What solutions are working well in engaging young people in other areas?
- What other support is crucial for engaging young people?
- What social enterprise or business solutions have been successful in engaging young people?

EXPERTS ON OLDER ADULTS

- What issues related to retirement, financial and job security and staying connected do older adults face?
- How might young people help older adults tackle these challenges?
- How do people who are trying to help older adults most often struggle? Where are they successful? Why?
- How might we change mindsets around the role young people can play in mentoring older adults?
- What other support is crucial for helping tackle issues faced by struggling older adults?
- What social enterprise or business solutions have successfully tackled issues faced by older adults?

EXPERTS ON MENTORING

- What elements create a strong mentoring dynamic?
- What characteristics are common to mentors?
- What positive trends do you see in mentoring?
- What kinds of technology can be used to enable mentoring relationships?
- What challenges keep people from mentoring?
- If you were going to design a mentoring program to engage young adults, what features would you think are necessary?
- If you were going to design a mentoring program to benefit older adults, what features would you think are necessary?
- If you could change anything about mentoring to attract more mentors or mentees, what would it be?

NOTES & LEARNINGS

Feel free to take notes here or in a notebook – whichever feels more natural. Capture insights, quotes and whatever might inspire the community to create new solutions. Drawings and sketches, even simple ones, are also great tools for visualizing your thoughts for the community.

_____ interviewed _____ about _____
(your name) (their name) (topic)

TOP 3 LEARNINGS

- 1.
- 2.
- 3.

MEMORABLE QUOTE OR INSIGHT FROM INTERVIEW

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Link your entry to the Mission #5
Conduct Interviews
<http://ideo.pn/ym-insight>