



RED FILAMENT PANEL INTERVIEW WORKSHEET

This worksheet will help you to formulate questions for panel discussions in a performance-interview scenario.

A Note About Panel Discussions

Moderating a discussion among a panel of guests is an art. The primary point to remember is that the power of a panel is realized when members of the panel interact with each other. Without interaction, the panel would provide no added value then if it were a series of individual interviews. The goal of the host in these cases is to foster the interaction to generate a discussion that wouldn't have occurred otherwise. Panels should rarely exceed 4 guests. Each question has an exponential time investment per panelist. Unlike a normal interview, each member of the panel has the opportunity to address a question, meaning fewer total questions and less time to answer. If you look at the simple math, a 40-minute long panel with 4 guests, including opening and closing would give each person no more than 8 minutes to speak – which hardly creates time for an in-depth debate!

Part A – Identify Panelist Roles

Determine how each panelist fits. In general, panels are assembled with guests of a similar background or qualification, the challenge is to find out what is the distinct viewpoint or difference for each member of the panel is on the topic. When constructing a panel, make sure that your panelists have different viewpoints. You're not looking to *endorse* a topic, you're looking to create discussion *about* the topic.

Panelist Name	Why is this person on the panel? What is their unique viewpoint or expertise that no one else on the panel has? Alternatively, why were they selected to be on the panel?

Part B – Interview Goals

Use this section to determine what information you want the audience to walk away with as a result of the panel. These goals will comprise the body of your interview - remember the interview is more about the audience then it is about you or your guests.

What does the audience want to know, or what do they need to learn? Enter a maximum of 3 points below.

A)
B)
C)

Are there any items you would like to specifically cover as host or moderator?

A)



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Part C – Create Discussion

This is where the art comes in ensuring the success of the panel. Use the unique viewpoints identified in Part A, and the goals from Part B to determine topics the panelists will have alternative views on. In the right column, identify the number of panelists that you feel will have a distinct, vocal opinion on this point.

Enter a Maximum of 5 topics below.	Panelists
A)	
B)	
C)	
D)	
E)	

Part D - Question Building

Here's where all of your planning comes together. Using the points in Part C, build questions that leverage the topics you identified. Focus on topics that have a higher panelist count as they'll generate a more lively discussion. Avoid asking any questions that panelists would agree on as it won't foster discussion.

List Your Questions Below
1)
2)
3)
4)
5)
6)
7)
8)
9)
10)



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Part E – Building Discussion / Fine Tuning

In this final portion, select up to 5 questions that you think will have the most interesting discussion from Part D. Indicate those question numbers in the left column below. In the columns to the right, identify a specific panelist and rewrite the question in a way that it asks a question specific to the viewpoint of that panelist. Pick a second panelist, and write the question that seeks an alternative viewpoint or opposite thought – think “variations on a theme”

Original Question Number	Panelist / Question Version 1	Panelist / Question Version 2
3 “Pepsi vs Coke”	<i>John Smith / Why do you think Coke has a larger market share then Peosi?</i>	<i>Jane Smith / Do you think that John’s assessment explains Pepsi’s lower market share?</i>