

# AIM2Flourish Classroom Exercise: Appreciative Inquiry Practice Interview

## How to Use This Guide:

AIM2Flourish invites you to have a one-to-one, “Appreciative Inquiry” conversation with a business leader in your community. You will interview him or her about an innovation at their company that’s good for the world and good for business.

To get ready, try a 20-minute practice interview with a classroom partner.

**Step 1:** Read this guide (20 minutes)

**Step 2:** Interview your classroom partner (20 minutes)

**Step 3:** Switch roles (20 minutes)

## What is Appreciative Inquiry?

AIM2Flourish uses Appreciative Inquiry—~~to learn about~~. In our lives, our organizations in our societies, we te  
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## Why are we using Appreciative Inquiry for AIM2Flourish?

Appreciative Inquiry brings out the best in people and organizations. So in addition to lifting up an inspiring story about business, we can guarantee that you and the person you interview will have a positive experience. These interviews are FUN for both you and your interviewee. We know that it might seem a bit daunting to contact a business leader and ask for an interview. What you don’t realize until you conduct one of these interviews is that you are providing the business leader with an opportunity to shine a light on something they are passionate about. By the end of the conversation, they will most likely be thanking you for helping them tell a story about something they are proud of in their company.

The questions are a starting point for conversations. Feel free to invent others. Ask “What’s important, most interesting, and why?” Expect to be surprised. And at the end, simply thank your partner for a great conversation!

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## 1. Share a Story about Your Life...a “High Point” Experience

Tell me about a time that stands out for you as a high point moment or peak experience—one where you felt most effective, alive, engaged, or passionate?

## 2. Tell Me about a Business Innovation You Admire

**WHAT** is the innovation? Is it a new product, business model, service, or technology?

**HOW** did the innovation emerge?

**WHAT** was the motivation or purpose for doing the innovation?

**WHO** was involved in the creation of the innovation? What did the team learn from the experience?