



writing for *green*

The Discovery Process

Today's Objectives

By the end of the session, participants will

- **Improve their ability to conduct effective discovery interviews**
- **Demonstrate the ability to ask deep, layered questions**
- **Know how to write a short organizational description**

Today's Agenda



Group Discussion: Gearing Up for Interviews



Introduction to Interview Methods and Short Demonstration



Group Exercise and Presentations: Practicing Interviews

Gearing Up for Interview

Imagine that you are preparing to write a grant and need to gather information.

Who in/out of organization do you need to talk to?

- Organizers and residents
- Director for bird's eye view
- Managers - people who are hands-on with the program
- Finance/ number people for the budget
- Agency people - e.g., local NOAA reps, state forestry agency, etc. - and other external people
- Potential partners

What type of information do you need to gather/why?

- Technical info
- Info for budget
- What the role of partners would be/ what they can contribute / what the compensation (stipends, etc.) would be
- Initial research, including to see if there are partners/projects in the area doing similar work
- Logistics
- Program impact, according to those who will be implementing the program on the ground
- Individual testimonies and quotes (backed up by data)

How to Get the Info - Interview Methods

- Be prepared - draft questions/ review materials
- Establish rapport
- Paraphrase, to improve your comprehension/ retention
- Actively listen
- Ask questions to understand context/ big picture
- Following-up your questions (w/more questions!)
- Get key details that are relevant to your RFA!





Guided Listening Exercise/ Role Play (Discovery Interview)



Paraphrasing

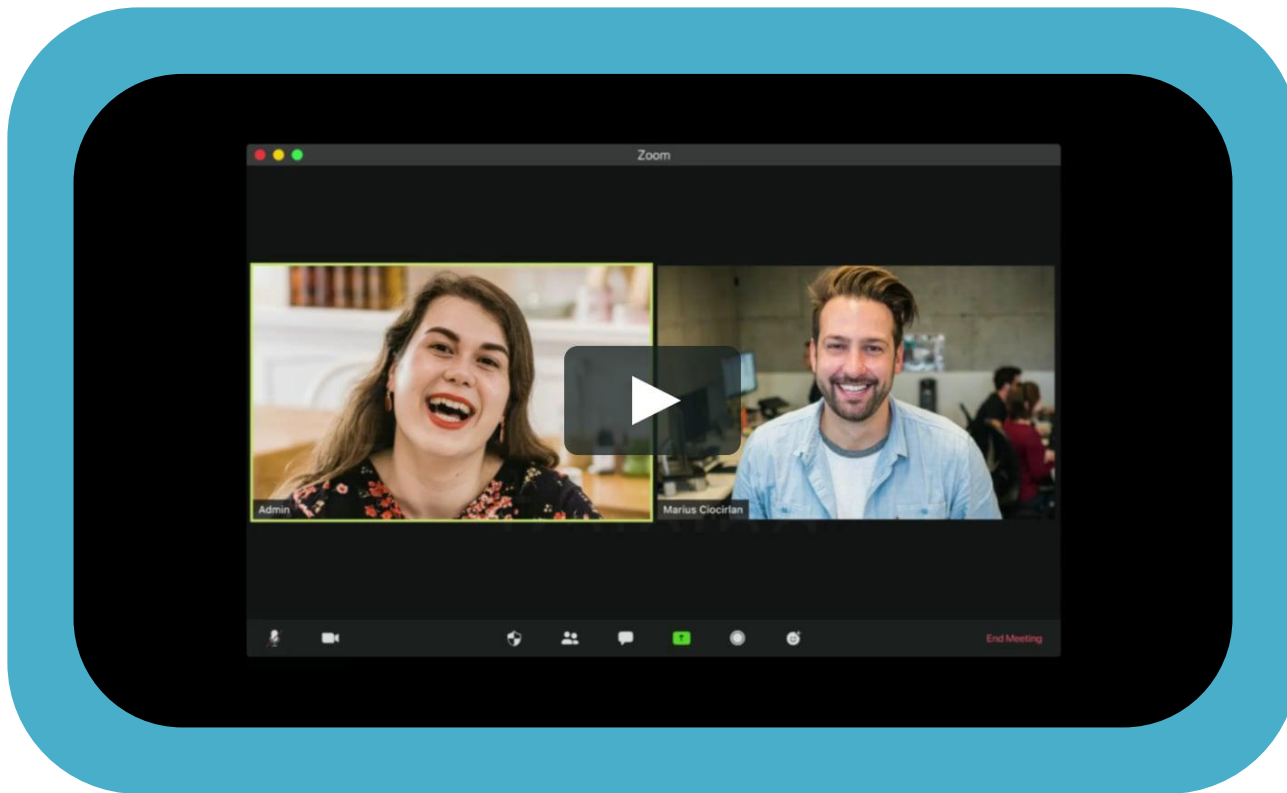
Follow-up Questions

Active Listening

Ask Big-Picture Questions

Ask About Important Details

Interview Role Play



Interview Practice Sessions

Use our Interview Worksheet as a guide for your practice interview. You should focus on learning about your partner organization's:

- Mission
- Track record/ impact of past work
- Capacity (staff, institutional knowledge)
- Experience helping underserved communities
- Effective institutional partnerships
- Financial stability

[Access Interview Worksheet](#)



Group Discussion

What about this activity did you find difficult? Was there anything that surprised you?

- “Clarifying with interest” was something that worked
- Helpful to focus in on what the actual program impact would be
- Open-ended can be good - you can get a lot of info
- Having a short list of things you def want to cover can also be helpful
- Drilling down to the specifics is helpful - and can help you think about how to explain the work
- Making sure acronyms are understood is important - for both interviewer and interviewee
- Making sure there’s enough context is important to both sides of the conversation
- Establishing rapport enables a more authentic conversation
- Doing some research ahead of time will help you ask better questions

Writing Exercise

Now that you have learned key information about your partner's organization, take a few moments to write a one page organizational background.

Make sure to include their:

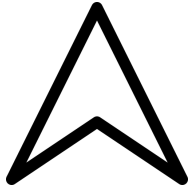
- Mission
- Track record/ impact of past work
- Capacity (staff, institutional knowledge)
- Experience helping underserved communities
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Then work in groups to evaluate their writing using the Organization Description Evaluation



Now you are ready!

Use what you learned today and our interview practice sheet to approach your upcoming interviews with confidence and a clear game plan.

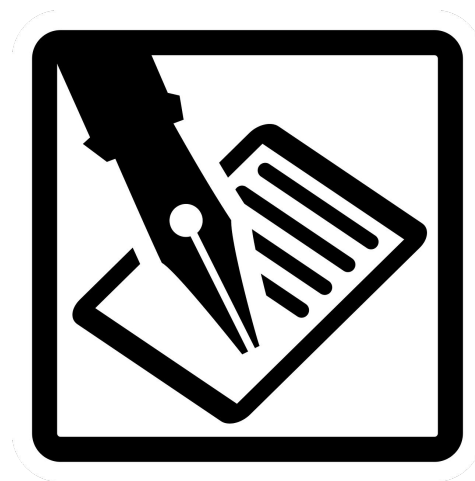
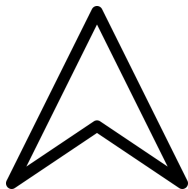


What to Expect Next!

Session Assignment: Use your interview notes to write a summary that considers if the interviewee is well positioned for XX funding and if you have any concerns.

Thank you for joining us today! Before moving onto the next session, let us know what you enjoyed about today and what we can improve for the future.

Exit Ticket



Session Handouts:

Tips and Best Practices Worksheet

[Evaluation of Organizational Background](#)

[Interview Assessment](#)

[Interview Worksheet](#)

