

Strata Interview Guide – Clients

“Opening the Strata Treasure Chest”

At Strata, we have high hopes and expectations. Strata, now 15 years old, is like a treasure chest, waiting to be opened. We are having conversations with all our employees, and selected clients and vendors, to guide our path forward.

Thank you for being interviewed. Strata’s vision is **“Building Innovative Communications Together.”** You are our partner in this vision. We’d like to talk about your experiences with Strata as we determine a path forward, based on what we are already doing right, in accordance with our vision. Your input is important to generate meaningful ideas and actions.

Many times in interviews, we ask questions about things that aren’t working well so that we can fix them. This time, we are going to approach things from a different angle. We are going to find out about your positive experiences so that we can find ways to create more of those types of experiences.

The conversation will cover four topics that reflect our strengths. These are qualities we are proud of and want to build more of in our company culture. I will explore your experience in several areas:

1. **Excellence**
2. **Exceptional partnerships**
3. **We are each responsible to “call the meeting”**
4. **Happiness at work**

To begin, I’d like to understand your connection to Strata.

What brought you to Strata as a client? What were your hopes and expectations? In what ways have you been pleased and surprised?

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Topic Three: We are each responsible to “call the meeting”

Each of us has a voice to make things better. Participatory decision-making builds trust and a sense of community. Everyone affected by a decision has information to offer. The best decisions are made by drawing on that information and ideas. Everyone counts.

1. Tell me about a time when you spoke up to change something that you thought needed changing. What was the situation and what did you do? What was the result?

2. In what ways can we tap into each other’s voices even more to make things better?

Topic Four: Happiness at Work

A sense of fun and camaraderie makes our workplace unique. Our work environment is charged with positive interaction and good humor, fostering creativity. We take our work and clients seriously, celebrating accomplishments, finding satisfaction and fulfillment everyday.

1. Tell me about a particularly enjoyable experience while working with Strata? What made it special?

2. Talk about a work relationship that you value and appreciate (at your company or at Strata). How did this relationship develop? What do you most appreciate about this person?

3. In what ways can our relationship be more enjoyable?

To close, what was the highlight of this conversation?