# Business Context Interview Guide Template

A prerequisite to all strategic planning should be to elicit the business context from your business stakeholders. At a basic level, the CIO/CDO/CTO understands what questions to ask to understand the general business context. At a more advanced level, the CIO/CDO/CTO can discern which questions they need answers to for each key IT/data initiative and what those answers need to look like to be sufficient for execution. Consider the following questions to elicit the business context and uncover the right information to build your IT/data strategy.

# Introduction: How to Use This Template

Use this template as a starting point to interview your business leaders to elicit the business context. The goal of the interviews is to extract business goals, organizational priorities, and business initiatives that will play a critical role in building your IT/data strategy. Meet with your executive team and work with them to identify essential knowledge. Begin by conducting interviews of the executive team. Interview the following leaders:

* Chief Executive Officer
* Chief Financial Officer
* Chief Revenue Officer/Sales Leader
* Chief Operating Officer/Supply Chain & Logistics Leader
* Chief Technology Officer/Chief Product Officer

Add or remove any questions as you see fit.

## Business Leader: Chief Executive Officer (CEO)

## Questions:

|  |  |
| --- | --- |
| **Question** | **Response/Notes** |
| What are the key goals of the organization over the next 12 months? |  |
| What are your targets for each key business goal (metric and measure)? |  |
| What are your top business initiatives over the next 12 months? |  |
| How do your top business initiatives support your business goals? |  |
| What are the mission and vision of the organization? |  |
| How do you envisage the role of IT/data in supporting your business initiatives? |  |
| Do you know what strategic business capabilities IT/data should enable over the next 12 months? |  |

## Business Leader: Chief Financial Officer (CFO)

## Questions:

|  |  |
| --- | --- |
| **Question** | **Response/Notes** |
| What are your department’s top business initiatives over the next 12 months? |  |
| How do you envisage the role of IT/data in supporting your business initiatives? |  |
| Do you know what strategic business capabilities IT/data should enable over the next 12 months? |  |

## Business Leader: Chief Revenue Officer (CRO)/Sales Leader

## Questions:

|  |  |
| --- | --- |
| **Question** | **Response/Notes** |
| What are your department’s top business initiatives over the next 12 months? |  |
| How do you envisage the role of IT/data in supporting your business initiatives? |  |
| Do you know what strategic business capabilities IT/data should enable over the next 12 months? |  |

## Business Leader: Chief Operating Officer (COO)/Supply Chain & Logistics Leader

## Questions:

|  |  |
| --- | --- |
| **Question** | **Response/Notes** |
| What are your department’s top business initiatives over the next 12 months? |  |
| How do you envisage the role of IT/data in supporting your business initiatives? |  |
| Do you know what strategic business capabilities IT/data should enable over the next 12 months? |  |

## Business Leader: Chief Technology Officer (CTO)/Chief Product Officer

## Questions:

|  |  |
| --- | --- |
| **Question** | **Response/Notes** |
| What are your department’s top business initiatives over the next 12 months? |  |
| How do you envisage the role of IT/data in supporting your business initiatives? |  |
| Do you know what strategic business capabilities IT/data should enable over the next 12 months? |  |

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