



Sample Open-Ended Questions

- What is the overall perception of the business units you support in regards to service, processes, and products delivered?
- How do you measure overall organizational success?
- How do you support increasing business agility?
- How are you “marketing” your department?
- What is your customer’s perception on the “ease of use” of the product or service your department supports? If difficult, what are you doing to adjust that?
- How are you aligned with the CMO or Marketing leadership (or other relevant leadership group) within your organization?
- What do you consider your organization’s main focus or mission?
- What do you consider your largest current risks?
- What are the current top 3 issues that must be solved?
- What are the current top 3 goals you are focused on?
- What do you see as the ideal future state of your organization? What are you doing to prepare for the change?
- Can you briefly describe your organizational structure and the roles?
- What new business opportunities will you propose to your CEO this year?
- What recent projects that you are focused on are considered as innovative (something new or used in a new way)?
- How do you bridge the gap between what your customer’s perceive you deliver to them versus what you think you deliver?
- Do you see yourself as a blocker, builder, or broker? Why?