

CHECKLIST

Interview questions to assess being data driven



QUESTION 1

How did data help guide certain decisions you made in your previous role?

What to listen for

- ✓ Collecting information, interpreting the evidence, and taking the appropriate action
- ✓ An understanding that each of these steps is integral to coming to a holistic, informed solution

What this question assesses

- ✓ Astute judgment in knowing important decisions don't happen without first seeking and assessing relevant information
- ✓ Ability to gather data efficiently and extract the necessary components to back up or refute an option

QUESTION 2

How do you navigate decision-making in the absence of quantitative data?

What to listen for

- ✓ Utilizing alternative forms of data – like focus groups, one-on-one interviews, existing records, and observation – in the absence of hard numbers
- ✓ Effective decision-making using what's available, supplemented with logical intrinsic knowledge

What this question assesses

- ✓ Ability to be a resourceful leader, not just a number cruncher
- ✓ Ability to identify and analyze quantitative and qualitative data to make balanced decisions

QUESTION 3

Tell me about a time when you had a measurable impact on a job or organization.

What to listen for

- ✓ Results-focused outcomes, such as driving increased revenues, curbing inefficiencies, and reducing costs
- ✓ Detailed actions, citation of specific stats, qualitative results, or anecdotal feedback

What this question assesses

- ✓ Systematic focus in their approach to identifying gaps and utilizing data as part of a solution
- ✓ Acute, invested awareness of the impact of their actions