

## **Overview**

### **Introduction**

Hello, my name is \_\_\_\_\_ and I'm a researcher with Sensis. MBDA has appointed Sensis to evaluate the agency's communications and outreach efforts and suggest ways in which these can be improved. The interview will last between 30 and 45 minutes, and I will be asking you questions about your perception of MBDA, what its strengths and areas of opportunity are as an organization, and your opinion on the agency's marketing and outreach materials. Your participation is entirely voluntary and your responses will be kept completely confidential. To ensure your anonymity we will not report any results that have less than three respondents. We appreciate your willingness to participate and value your feedback. Do you have any questions? (yes: clarify / no: proceed to question 1)

## **In-depth Interview Questionnaire**

### **Program Services**

1. Describe in one sentence what MBDA does (expertise).
2. Describe in one sentence what MBDA does NOT do (expertise).
3. In your opinion, how is MBDA different from the following organizations?
  - a. Small Business Administration (SBA)
  - b. National Minority Supplier Development Council (NMSDC)
4. What are MBDA's core strengths? What are they really good at?
5. What are MBDA's opportunities for improvement?
6. What is unique about MBDA? (unique value proposition) If you had to synthesize in one phrase or line what MBDA is about, what would this line say?

7. Can you provide your feedback/ opinion on the following strategic positioning for MBDA?
  - a. Focus on minority-owned firms positioned for high growth and job creation vs. small, home-based, or sole-proprietorships. What is your opinion on this?
  - b. Continue to service all industries, but pay special attention to emerging sectors such as technology, alternative energy, green tech, medical/biotech, etc.). What is your opinion on this?
  - c. Offers itself as a high touch consulting partner that provides in-depth, customized business services to firms in high-growth and high job creation sectors. Providing the opportunity to put these firms on a fast track for domestic/ international growth and job creation. What is your opinion on this?
8. MBDA has a long list of minority-owned companies it has served in the past. How can MBDA best leverage this “alumni” network to help in reaching minority-owned firms in high growth sectors and firms positioned to compete nationally and globally?
9. In your opinion, how much equity (value) do you think MBDA has built over time? Is it a recognizable, easily identifiable organization? Do clients/stakeholders have a clear idea of what its value offer?
10. What do you recommend to MBDA to enhance its reputation with clients/stakeholders?

**Communications and Outreach:**

*Note: Sensis will email interviewees a PDF file with MBDA’s logo, screen grabs of the website, and scans of collateral and marketing materials.*

Interviewer: “Let’s review the attached collateral and outreach materials together”.

1. What do you think about MBDA’s current logo? What does it communicate to you? Provide three adjectives that come to mind when you see the current MBDA logo. (positive and negative)
2. What can you say about MBDA by looking at these pieces? (positive and negative)
3. Do you think the following communication materials for MBDA (logo, color palette, marketing materials, etc.) communicate the agency’s core strengths and value proposition? Why?
4. In your opinion, how should MBDA logo and communication materials look and feel in order to better communicate what the agency’s core strengths and value proposition are?
5. Can you give us three examples of companies/ government agencies that you particularly like and that do a good job at communicating their strengths and value proposition (i.e. Apple), and why do you think they do a good job at it?

**MBDA Continuing Research Panel**

Thank you for participating. One last question: MBDA wants to recruit an online panel of select clients/stakeholders to participate in future surveys and provide input regarding communications and outreach material efforts. Would you be interested in being part of this panel?