

## **WORK PACKAGE 2 WAVE 3 INTERVIEW SCHEDULE FOR MICROBUSINESS OWNERS**

### **Productive work**

To recap, as part of this research, we were looking to understand productivity / productive work in microbusinesses and how this was achieved in practice.

The Covid 19 pandemic hit part way through the project, so we have some pre and post pandemic comparisons.

To begin I'd like to run a short summary of these findings past you to gauge your reactions. We will be asking the same questions to everyone. So, there might be some that are not applicable to you.

These findings bring together the common experiences of business owners working in your sector. Your individual experience might be slightly different / or the same – so please feel free to reflect upon that.

[PRESENT FINDINGS]

Reflections....

How enduring do you think these changes are?

### **Cost-of-living crisis**

What's been the impact of the cost-of-living crisis on your business?

### **Impact of the project**

I have a list of questions here concerning possible ways your involvement in the productivity research may have influenced your practice. They are a standard set of questions that we are asking everyone. Not all of these will be relevant to you.

- Why did you get involved in the productivity research / what were your expectations?
  - Where these fulfilled?
- [Critical conversations] Did talking to the researcher(s) cause you to reflect on your business/yourself in a way you previously hadn't before?
- Have you introduced any changes within your business or experienced any changes in the way you lead/run your business that can be attributed to your involvement in the productivity research?
  - To what extent where these changes inevitable, would they have happened anyway?

- Have these changes had a significant impact on anyone else, e.g., customers, employees.

### **The Future**

- Do you have any upcoming plans to make changes within the business that have been influenced by your involvement in the project?
- Do you have any upcoming plans to engage with universities / providers of formal business because of your involvement in the productivity research?
- Have there been any challenges associated with your involvement in the productivity research? If so, what were they?

### **AOB**

- Is there anything else that you believe is relevant to this discussion that you wish to share?