**Interview protocol – 3rd round of interviews**

**Background:**

-we will anonymise everyone’s names in the study of company Y [a pseudonym]

-check consent form & request permission to record the interview

-questions in square brackets [] are possible follow-up questions

**Questions:**

1. What have been the key developments at Y in the last twelve months?

2. How has Y changed over the last twelve months?

3. Y underwent a restructuring and repositioning. What have been the main challenges internally for the company related to this? [E.g., how about the effects on employee’s motivation? How about getting people on board for the new focus?]

4. What have been the main challenges for you individually related to Y’s transition?

5. Y started with a big mission and has since had to focus increasingly on commercial objectives. What role does the mission play at Y?

6. Does idealism play a role at Y? How has the role of idealism evolved at Y since you joined?

7. How do you feel about the role of idealism and pragmatism? Have your feelings about this changed over time?

8. [Could you share a recent example from your daily work where you personally felt that there was a conflict between idealism and pragmatism?]

9. What, if anything, has helped you to accept the changes in the company’s approach? [Has the company or your line manager helped in any way? If so, how?]

10. What are Y’s main goals for the immediate future?

**Last question:** Is there anything else you would like to tell me that I should know?

Thank you very much for your time and insights!