**Interview protocol - 2nd 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 is your role at Y? [How has your role evolved since you joined? When did you join?]

2. How has Y evolved since we last talked? How has it evolved since you joined?

3. What purpose is Y pursuing in your view? Has it changed since you joined? [If so, how?]

4. What role do values play at Y? Has this changed since you joined? How have values changed at Y since we last talked?

5. Can you give us examples of instances in which you or others stood up for your values? Or instances in which you or others were unable to do so?

6. Y seems to have been trying to sell more into the private sector. Have there been issue with respect to the values held by people in the company? [If yes, how have you dealt with it and how has the company dealt with it?]

7. What have been Y’s key challenges? [How has Y responded to them? Which challenges remain?]

8. What have been the key changes at Y since [month]? How do you feel about them?

9. How do these changes affect the way you see Y as an organisation?

10. We heard that Y is hoping to gain more business with private companies:

- What are your views on this?

[- Why? (if not mentioned by participant)]

[- What have you done so far to achieve this shift to private companies?]

[- What are the implications on Y?]

[- How do you implement these values while you transition?]

[- Have there been challenges in adapting/evolving values while transitioning at Y?]

11. How does Y create impact? (Only for new participants)

12. How could Y measure the impact it creates? (Only for new participants)

13. What are Y’s main goals for the immediate future? (only ask if it has not come up yet)

**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!