

ACADEMICS/THOUGHT LEADERS

(EXECUTIVE INTERVIEWS)

- o SAMPLE DESIGN AND APPOINTMENT-MAKING
 - 15-20 INDIVIDUALS
 - INCLUDING BUSINESS SCHOOL ACADEMICS, BUSINESS LEADERS, THINK TANKS
- o RESEARCH AND DEVELOPMENT TO DEVELOP EXPECTATIONS/ATTRIBUTES LIST
- o DISCUSSION WITH 2-3 INDIVIDUALS TO AUTHENTICATE LIST
- o QUESTIONNAIRE/INTERVIEW OUTLINE DESIGN