Development of Open-Ended Interview Questions The purpose of this case study is to understand the process of organizational strategic change of a local DIY store - An introduction outlining the topic and proposed qualitative methodology.

Local home improvement stores or DIY stores are dependent upon their knowledgeable associates to ensure that traffic in the form of customers continues to keep their businesses going. This is even more imperative for local DIY stores because they rely upon local residents more so than the bigger brand-name outlets. The local DIY store in my community has been losing customers and is teetering on the edge of closure. The business is requesting that I conduct an action research study based on qualitative methodology to ascertain how an organizational strategic change policy could benefit the store and improve revenue.  
The methodology will be predicated upon a 4 week study wherein the researcher immerses himself into the store’s environment to observe the actions of employees, managers, and administration. The researcher will use interviews, surveys, and other qualitative measures to gauge the overall commitment to the new visionary plan being placated by the leadership. The objective of the study will be to determine the organizational commitment that exists at the store as well as the issues that are preventing employees from being committed to the success of the store. After the data is compiled based off the qualitative design, the researcher will work in tandem with the visionary leadership of the store to develop an action plan based on the results obtained from the research study that can be implemented into the company’s strategic planning.

The 3-5 open-ended research questions  
Does DIY organizational commitment require employees to be committed to the mission of the company?  
If workers aren’t satisfied with their jobs, can a company survive?  
Does outside factors such as work-on-family stress cause workers to lose job satisfaction?

3-5 open-ended interview questions  
How do you feel about the current state of your company?  
Does your job give you job satisfaction/  
Are you committed to the new vision for the company?

3-5 Socratic follow-up questions  
Is effective leadership necessary for a vision to come into fruition, and does the leader have to be charismatic?  
Is it possible to facilitate organizational commitment from employees without including them in the develop stage of organizational strategic change?  
How can leaders began to implement organizational change more effectively/

- If applicable, include research questions that could be answered using methods other than interviews. Discuss the other methods that will be used to collect data.  
These sources are mandatory if the proposed qualitative methodology is a case study or grounded theory (observation notes or focus group interview questions).

- Validation procedures such as an expert panel review detailing the procedures  
An expert panel reviewing the qualitative procedures to validate whether ethical actions were conducted would establish guidelines and procedures to ensure that I had adhered to these ethical considerations. The validation would be predicated upon whether respect for persons was displayed, concern for welfare, and ensuring that justice is at the core of the research study. The panel would have an independent governing structural review paradigm that is able to decide with authority mandates that clearly state violations of ethics and appropriate punishments for researchers. In addition, the panel would advise researchers on the most effective way to implement action research plans into their research.