

Pre-Talk Questionnaire: Understanding Your Needs and Expectations

TALKS WORKSHOPS CONSULTANCY



Taking a short time to explore these questions will give you the best rate of return for booking me to speak at your event.

PURPOSE AND OBJECTIVES:

- a. What specific goals do you hope to achieve with this talk?
- b. Does the primary aim motivate, invigorate, entertain, or inform the delegates?

CULTURAL CHANGE

Are you looking at the talk to help change the organizational culture or as an interactive session with Q&A from my experiences in elite sports?

HOPES AND EXPECTATIONS:

- a. What are your best hopes for offering this talk?
- b. Do you want to inspire any specific outcomes or changes in mindset/behaviour?

RISK ASSESSMENT:

- a. What should I be mindful of during the talk?
- b. Are there any risks or sensitive areas I should avoid?

UNDESIRABLE SYMPTOMS OR BEHAVIOURS:

- a. What symptoms or behaviours are you hoping to avoid during or after the talk?
- b. Are there any concerns about potential adverse reactions?

BEHAVIOURAL OBJECTIVES:

- a. Are there specific behaviours you aim to eradicate or discourage among the attendees?
- b. What positive behaviours do you hope to instil or reinforce?

PREVIOUS SPEAKERS:

- a. Have you had a previous speaker addressing similar topics? If so, what was the outcome?
- b. Are there any lessons learned, or specific preferences based on past experiences?

LOGISTICS AND RESOURCES:

- a. What are the expected delegate numbers for this talk?
- b. How diverse is the audience in terms of gender, background, and roles?
- c. Are there any ongoing events or changes in the business that I should be aware of?
- d. Can you provide insights into the company values that should be reflected in the talk?

CUSTOMIZATION:

- a. Do I include any specific industry-related examples or terminology in the talk?
- b. Are there key messages or values unique to your organization that should be incorporated?

PREFERRED COMMUNICATION STYLE:

- a. What is the preferred communication style within the company culture?
- b. Are any specific communication channels or formats that resonate well with the staff?

POST-TALK FOLLOW-UP:

- a. Do you have any expectations for follow-up activities or support after the talk?
- b. How would you like to measure the success of the talk?

By gathering insights through this pre-talk questionnaire, I aim to tailor the talk to your needs, ensuring it aligns with your objectives and effectively resonates with the diverse audience.