



Pre-Program Questionnaire – Customization & Props

Tell me more please...

Three most important things you want attendees to take away from this presentation:

- 1.
- 2.
- 3.

What do you want attendees to **do** differently as a result of this program?

What percentage of the presentation do you desire to be...

- Educational/Informational: ____%
- Motivation/Inspiration: ____%
- Humorous/Entertaining: ____%

Are there any key words, ideas or themes you want emphasized? If so, what are they?

Who will be in attendance? If possible, please share % of gender, age, title/role

What % of attendees are in leadership roles?

Any jargon or catch-phrases for this group I should know?

Is there a running inside joke within this industry or group?

Please provide three individuals who will be in attendance to connect with for customization and insight. Ideally, these individuals represent a variety of individuals in attendance.

(name, telephone, email, position)

- 1.
- 2.
- 3.

Current challenges facing attendees:

What are the controllable and uncontrollable challenges facing you in the next year?

Are there any “sensitive issues” that should be avoided? If so please explain.

Current communication challenges facing attendees:

Can you provide at least three examples of situations where attendees might shy away from having the necessary, yet uncomfortable conversation? (The more details the better so I can create situations/examples that are relatable to them.)

- 1.
- 2.
- 3.

What gets in the way of having above-mentioned conversation?

What would THEY say gets in their way?

Current frustrations/stress facing attendees:

Is there another group, department, company, association, etc. they can't stand? (*Again, this is to create appropriate humor*) Please name and explain.

Name any specific CHALLENGES they face. Is there an internal process that drives them all nuts, a software rollout that didn't roll, meeting quotas? (*I realize attendees are varied, but given the industry is there anything they ALL must deal with that is frustrating? In other words, what little things do attendees complain, moan, groan, or gripe about? Again, the more specific the better.*)

Please list a few job situations or duties that can cause stress to attendees as they do their work:

- 1.
- 2.
- 3.

What are some of the things that the public – customers -patients - coworkers - say or do that may irritate or cause stress at work:

- 1.
- 2.
- 3.

Prop Piece Signature Close: *In order to customize the ending prop piece to show all the roles an attendee performs in a day, please list in detail a typical day in the life from start to finish. Leave nothing out, but if possible include the frustration around this task. This piece is all about humor, so any "frustrations" "pet peeves" or "annoying client examples" that everyone could relate to are what I'm looking to receive. I take these to do's and do my best to create a "funny" around it.*

For example, when speaking to nurses, a frustration is patients obsessively hitting the call light, so knowing that I was able to say, "And then there's those patients who hit the call light so often it looks like a disco!"

When speaking at Wells Fargo created this based on a truth that frustrates advisors: Isn't it funny that you are licensed, bonded, fingerprinted, drug tested and have a background check BUT you still need to have authorization to move your OWN money!

At Rockwell Collins during Administrative Professional's Day, they shared the task of booking travel and their frustrations regarding supervisors who always change flight reservations at the last minute. So I said, "And how about booking travel? And don't you just love when they come to you in the eleventh hour and need to change their flight AGAIN? I think after 3 changes they should be booked on a 5-leg journey to Bombay, in a middle seat back in coach between a tired, whining toddler and a Sumo Wrestler!"

At the last Dental Convention created a funny about equipment that stops working– especially the hand piece that sucks out the grit and saliva and then mentioned, "So in those circumstances you have to resort to the old fashion method!" and I pulled out an oversized straw and pretended to put it up against the gal on stage's mouth and start sucking. And they howled because they can relate. That's the stuff I'm looking for if it comes to mind.

Prop Piece Day in the Life Task List: (anything you can add in detail helps. For example, if traffic is horrible what is the main freeway or road that is the biggest bottleneck?)

Please list out a typical day from the moment attendees show up at work until day's end.

Thanks again for taking the time to complete this form. Please be certain to return within one month prior to conference to allow Colette time to get creative and customize the material!

Any questions please call or email Colette: 619-955-8005 or colette@colettecarlson.com