

# TOM FLICK COMMUNICATIONS & OUTLOOK CONSULTING GROUP

*Achieving Results Through People*

## Client Questionnaire

**TOM FLICK COMMUNICATIONS & OUTLOOK CONSULTING GROUP** provides effective solutions to tackle the challenges of today's work place by maximizing your organizations most valuable asset, your people. We recognize that people, not programs, create positive change in organizations. Our desire is to equip your team to move forward, focus on the future, and set a foundation for long-lasting and positive growth. Creating a better future while focusing on the "now" requires a detailed blueprint. We will work closely with you to build our work around your meeting theme, goals and business issues.

To ensure the highest quality presentation and maximum impact for your people, please complete the following questions and *please be as specific as possible*. Please email or fax your thoughts to me at the addresses below.

### ADMINISTRATIVE INFORMATION

- 1.) **Name of person completing questionnaire:**
- 2.) **Title:**
- 3.) **Organization:**
- 4.) **Address:**
- 5.) **City, State, Zip:**
- 6.) **Phone:**
- 7.) **Email:**
- 8.) **Event Name or Theme:**
- 9.) **Event Date(s):**

- 10.) **Length of presentation:**
- 11.) **Exact start times for presentation(s):**
- 12.) **Location of event:**
- 13.) **Hotel:**
- 14.) **Hotel Phone:**
- 15.) **Person responsible for room set-up and logistics?**
- 16.) **Appropriate Attire:**  
 \_\_\_ Business Suit  
 \_\_\_ Blazer and open shirt  
 \_\_\_ Casual—slacks and golf shirt  
 \_\_\_ Other
- 17.) **Estimated size of audience:**
- 18.) **Audience Demographics: What % men \_\_\_\_\_ What % women \_\_\_\_\_**
- 19.) **Speaker/trainer at last year's meeting?**  
 A.) Topic?  
 B.) How well received was it?  
 C.) To what do you attribute the level of success?
- 20.) **Description of audience (approximate percentages %)**  
 \_\_\_ Top-level executives  
 \_\_\_ Mid-level managers  
 \_\_\_ Front-line managers  
 \_\_\_ Senior staff  
 \_\_\_ Office staff  
 \_\_\_ Other (describe) \_\_\_\_\_

21.) **Approximate annual income level:**

Range \$ \_\_\_\_\_ to \$ \_\_\_\_\_ Median \$ \_\_\_\_\_

22.) **What percentage of the audience does not speak English as a first language? \_\_\_\_\_%**

23.) **Please check the topic(s) that interest you most . . .**

<input type="checkbox"/> Motivation	<input type="checkbox"/> Embracing Change	<input type="checkbox"/> Communication
<input type="checkbox"/> Leadership	<input type="checkbox"/> Team Building	<input type="checkbox"/> Morale
<input type="checkbox"/> Maximum Sales	<input type="checkbox"/> Peak Performance	<input type="checkbox"/> Ethics-Values
<input type="checkbox"/> Setting Goals	<input type="checkbox"/> Meeting Facilitation	

## DESCRIPTION OF FIRM OR ORGANIZATION

24.) **What is your primary business or organizational purpose?**

25.) **Years in existence?**

26.) **Number of employees?**

27.) **What were your organization's major accomplishments in the last year?**

28.) **What are your organization's most important goals or "initiatives" for the next 12 months?**

29.) **Customers: Who are they and what are their needs?**

## OBJECTIVES

- 30.) **What is the Purpose and theme of this meeting/event?**
- 31.) **What would you like your audience/people to be motivated to do?**
- 32.) **What *outcomes* do you wish a speaker to generate or achieve?**
- 33.) **What is the most important objective of your event in regards of response from Tom's talk?**
- 34.) **What are some of your biggest challenges/problems/holdbacks with this particular group?**
- 35.) **Taking the pulse of the organization—where do you want to go?**
- 36.) **What are your goals and what's keeping you from reaching them?**
- 37.) **If your group could leave with two/three thoughts, what would they be?**
- 38.) **What are some of the terms or jargon that Tom should be familiar with?**
- 39.) **In your own words, describe what would make this presentation (or training) a success for your organization . . .**

## ATTITUDES AND ISSUES

- 40.) If a small group of the audience were in a casual setting, what business-related things might they:
- A.) Brag about (or be proud of)...
  - B.) Complain about...
  - C.) Be afraid of (concerned about)...
  - D.) Be Excited (or enthused about)...
- 41.) List the keys to success that you see for the typical member of the audience.
- 42.) Please note anything else the Speaker should know about the audience.

## FINAL THOUGHTS

43.) As a result of Tom Flick's presentation (or training), we want our people...

- A.) To know they can . . .
- B.) To believe they can . . .
- C.) To feel that . . .
- D.) To be motivated to . . .
- E.) If our people learned . . .

Thank you for taking the time to complete this questionnaire. Please don't hesitate to phone me direct at **1-888-829-8400**. I am open to your questions, suggestions and ideas. I look forward to being of service to you and your people.

Sincerely,  
Tom Flick