



FutureFocus

Change ♦ Technology ♦ Productivity

# Frequently Asked Questions...and Answers

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## How long is your talk?

That depends on your needs and those of the audience. Most keynotes and general sessions are 45 to 60 minutes long. Breakout sessions range from 90 minutes to three hours. Occasionally I am asked to present a full day or even a two-day seminar.

When you book me to deliver multiple programs on the same day, you get a very generous discount. And if your schedule is running long or short, I can shorten or lengthen my program to fit.

## How can you successfully speak to audiences from different industries or backgrounds?

I don't purport to be an endless resource of knowledge, but I am very good at finding out what my audience needs, what will satisfy those needs, and then delivering what it takes. I have traveled on three continents, had successful careers in education, high tech, the travel industry, and now in my own business, and worked for the public sector, large corporations, and start-ups. One thing I've learned is that we all deal with many of the same issues, and use similar techniques to resolve them.

My many years of experience delivering public seminars have given me the rare opportunity that not all professional speakers have: that of meeting and learning about a wide and deep cross-section of our society. My audiences find it easy to relate complex concepts to their own lives because I take care to explain them in everyday terms.

## How do you make your point in a way that relates to the audience?

I'll ask you to complete the Pre-Program Questionnaire. Then I'll conduct personal interviews with some of your key people. In this way, I gather the information, insights, and spirit of your group that enable me to tailor my talk to the individual audience's needs.

Often, I speak about skills or life's lessons that I myself have learned and/or experienced such as how to use technology effectively, manage endless demands on my limited time, and balance my life in the face of the ever-increasing rate of change. All of my programs are modular. My extensive repertoire of popular interactive activities, humor, personal stories, and real life examples can be applied to more than one of my topics in a way that is always fresh and energizing.

## Do you customize your talks?

While I rarely write a brand new speech for a client, I gladly will if your needs warrant it. Frequently, I select the appropriate modules from my repertoire of consistently successful material, integrate the information you provide, and modify audience handouts that enable every attendee to feel personally touched by my program.

## Are you funny?

While I do not advertise myself as a humorist, I do pepper my programs with real life examples and personal stories, many of them humorous, some of them poignant. When appropriate, I incorporate interactive activities that are fun and enhance learning. My audiences are always entertained while gaining important ideas and skills they can use immediately.

