

TOP 10 DISCOVERY QUESTIONS

With all potential Authenticity Code™ clients, our approach is to start by listening. Based on their answers, we then suggest solutions and figure out if their core needs align with any of the four key initiative areas: Diversity, Equity, & Inclusion; General Leadership Development; Promotion & Retention; or Sales & Capture Teams.

01 Which of these challenges does your company currently face: 1) Limited internal promotions? 2) Diversity, Equity and Inclusion issues? 3) Needing to bring in more sales revenue? 4) Lack of general leadership development?

Go to the appropriate questions below and client scenario based on the challenges they choose.

INTERNAL PROMOTIONS FOLLOW-UP QUESTIONS

02 What do you think are the main reasons people leave your company?

03 How does your company help professionals and managers make the transition into leadership roles?

Link to internal promotions client scenario.

DE&I FOLLOW-UP QUESTIONS

04 How important is authenticity at your company? How do you define it?

Share our definition of authenticity.

05 Are the promotion rates of your diverse employees in line with promotion rates of your white employees?

06 To what extent are your diverse employees given the development opportunities they need to get promoted and excel at your company?

Link to DE&I client scenario.

INCREASE SALES FOLLOW-UP QUESTIONS

07 Do your sales professionals and leaders understand how to adjust their message to their audience?

Link to style recognition.

08 Do your sales professionals know how to authentically connect with prospects? How effective are your current sales professionals?

Link to sales client scenario.

GENERAL LEADERSHIP DEVELOPMENT FOLLOW-UP QUESTIONS

09 How do you define a great leader at your company? What makes them great?

Link to Authentic Presence Qualities.

10 On a scale of 1 to 5, how would you rate presentation effectiveness at your company? Then ask for further explanation on their rating.

Link to general leadership client scenario.