

## INTERVIEW FLOW PREVIEW

### **Speaking to Influence Podcast: Communication Secrets of the C-Suite**

**with host Dr. Laura Sicola**

#### PRE-RECORDING - YOU AND LAURA

You and Laura will have 10-minute discussion to set up the show and answer any questions you have prior to recording.

Your GOAL is to share your experience, perspective and advice. The FOCUS is to provide information that will help listeners become more confident, effective speakers and inspiring leaders. These are areas we cover:

#### SECTION ONE - INTRODUCTION: 2 MIN

Laura introduces you (using your 50-word bio) then begins interview. If you have a Book, Podcast, Video or other public resource, Laura will mention it to help you gain followers.

#### SECTION TWO – INTERVIEW Part 1, Your Personal Journey: 12 MIN

1. **Who do you need to influence** in your current leadership position, and how is that different from previous roles?
2. What **specific communication skills** did you have to develop in order to get to the C-Suite (or current role) and be successful there? (Tell a short story)
3. What's one big (communication-related) **mistake you made, or lesson you had to learn the hard way?** If you could go back and have a “do-over,” what would you do differently? (Tell a short story)
4. What's the **next big goal** for you and **what (communication) skills will you need to** develop to reach that goal?

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**After INTERVIEW PART 1...**

**BREAK --- SHORT BREAK FOR COMMERCIAL**

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#### SECTION THREE - LISTENER 24-HR INFLUENCE CHALLENGE: 1 MIN

“The Influence Challenge of the day” – decide in advance what challenge you’d like to give the audience that they can follow through on within 24 hours. This should be relevant to the first part of the interview.

## **SECTION FOUR – INTERVIEW Part 2, Guiding Others on the Journey: 8 MIN**

### **QUESTIONS 5 to 8**

**From where you sit now, share some insight into Succession Planning and Career Advancement priorities in your company.**

5. What’s your definition of “**executive presence**” and how do you **evaluate** it in others?
  6. When you’re grooming a high-potential employee for an executive position, what are the **three most important (communication) skills** you look for when hiring or promoting? (your “golden nuggets”)
  7. What’s a “**red flag**” that could be a career derailer, or would stop you from hiring/promoting someone?
  8. “**Managing up**”: When your direct (or indirect) reports have to present information to you, **what do you wish they would all do** (or NOT!)?
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## **SECTION FIVE – SPEED ROUND: 5 MIN**

These are some of the most **common themes and challenges that arise in my coaching and training** discussions with clients who often feel like they’re the only ones struggling in these areas, but we want to **let them know they’re not alone! SO:**

- (A) In a single word or phrase**, where do you land on each of these issues, and **then**  
**(B) Give a brief piece of insight** in response to the follow-up questions:

9. **Public speaking** – love it or hate it?
  - a. Give one tip for managing nerves and **speaking with confidence** (even if you don’t feel it).
10. **Introvert or extravert?**
  - a. Share one related **strength**, and one related area for **growth**.
11. **Fight or flight?** (When faced with potential conflict or a difficult conversation, is your natural tendency to want to avoid it or engage head-on?)
  - b. What’s one piece of **advice** to others whose reflex is like yours?

## **SECTION SIX - WRAP-UP: 1 MIN**

Laura will thank the listeners and you for being the featured guest.