

RECORDING NOTICE:

I, **THE GUEST**, agree that by participating in this Big-Data, Big-Results Podcast, to allow Randy Hammelman, Conducive and his publishing partners to record, distribute, and disseminate the content of this interview in digital and or printed format for public distribution.

PRE-INTERVIEW: (15 minutes)

Please preview 1-3 great, relevant stories so that we can TEE them up for you during the podcast. Also, please share at least one story or idea that fits into how to get to achieve big-data results.

INTERVIEW: (15 minutes)

CONTEXT

- [01] What is your story and how did you find yourself achieving your current success.
- [02] Can you briefly describe your company, the people you serve and the kinds of situations they find themselves in when they come to you for help?
- [03] What is the importance of **big data** for your organization? You've had a lot of success leveraging your data. Can you describe that?
- [04] What are one or two of the biggest myths or misconceptions out there when it comes to **data**?

CHALLENGE

- [05] What is the BIGGEST challenge you faced during your journey?
- [06] What are some of the most common fears about this challenge?
- [07] How can people get past these fears?
- [08] What other perceived obstacles do you see that might be preventing companies from achieving the success they seek?

CHANGE

- [09] Please share a story of how you have overcome these obstacles and succeeded in **your_main_topic**. Use the formula: **STORY + MORAL OF THE STORY + CALL TO ACTION**
- [10] When it comes to **your_main_topic**, what are some of the common pitfalls/mistakes you need to think about?
- [11] How can these pitfalls or mistakes be avoided?
- [12] Could you spend a moment telling us a little about your back-story. What **DEFINING MOMENT** inspired you to become the **GUIDE** you are today?
- [13] Please share an experience you had early on, that still influences how you do business today?

CLIMAX

- [14] What does success look like for you and your company?
- [15] Share some **Measurable Outcomes** that you and your company have received.

CLOSE

- [16] What's the most important question others should be thinking about as they consider how to get business results from their data?
- [17] What's the most important thing your ideal clients should consider when evaluating a professional in your industry?
- [18] How can people connect with you online?

POST-INTERVIEW: (15 Minutes)