

On-Air Interview Questions for Ray Madaghiele

Chief inspiration Officer for Business Energizers and author of
Energize Your Business: Engage Your Employees with an Inspiring Strategic Planning Process

"Less than one-third (31.5%) of U.S. workers were engaged in their jobs"

~2014 Gallup Poll of 80,837 U.S. working adults over 18 years old

1. Ray, how did a civil engineer come to create a human and organizational excellence company, and what is a Chief Inspiration Officer?
2. There are a ton of books written about business and strategic planning. What's different about yours?
3. You talk about engaging ALL employees in the strategic planning process. How is that even possible? Do they even care enough to be involved?
4. Isn't strategic planning supposed to be management's responsibility? How can frontline employees possibly know enough to contribute?
5. Many businesses fail before their first five years—and even the first year. How can the principles you advocate in *Energize Your Business* help businesses survive and succeed?
6. In your book, you are trying to teach leaders to be 'neutral' facilitators. How can you tell a business owner to let go of the reins? Is that even possible given the big egos of many leaders?
7. As a side note, didn't you bicycle across the country in 2002. Why did you do it? What did it have to do with business?
8. Why would a small home-based business owner operating out of a garage need a strategic plan if they don't intend to get a business loan?
9. You talk about making a strategic plan fun and inspiring. Are you kidding? When companies I have worked for did strategic planning, they were boring, drudgery and a waste of my time. How do you make them fun and inspiring?
10. How do you keep a strategic plan from being an attractive document that just gathers dust on a shelf until next year's planning event?

"If you fail to plan, you are planning to fail!"

~Benjamin Franklin



Contact Ray to speak at your next event
480-495-7152 • Ray@BusinessEnergizers.net
BusinessEnergizers.net