



*Business Simply Put*  
**Speaker Questionnaire**

**General Information for Resource Speakers**

Thank you for your interest in becoming a resource speaker with *Business Simply Put*.

The composition of each Forum varies, but as a rule, those in attendance run midsize businesses (employment between 10 and 1000 individuals) that are based in north Los Angeles County. These businesses are in the manufacturing, service or distribution industries.

Resource speakers are selected for their knowledge, expertise, and willingness to share information to prospects in a group setting. Speaking to these groups provides an excellent marketing opportunity for consultants to network and acquire new business. However, there is not any guarantee that every resource speaker will be utilized by a attendee.

Resource speakers need to be professional in appearance. The meeting is conducted in a “board room” style, so resource speakers must be willing to entertain questions during the course of their presentation. Resource speakers need to prepare and bring their own presentation materials. AV equipment is available, but individual needs should be discussed.

**Mail completed form and any additional collateral to the address listed below.**

Date \_\_\_\_\_ Name \_\_\_\_\_ Title \_\_\_\_\_

Business Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone (\_\_\_\_) \_\_\_\_\_ Cell Phone (\_\_\_\_) \_\_\_\_\_

E-mail Address \_\_\_\_\_ Website \_\_\_\_\_

**Please list the general areas of your expertise (Finance, HR, etc.):**

\_\_\_\_\_  
\_\_\_\_\_

**On average, how often do you speak to groups?**     Weekly     Monthly     Quarterly     Annually

**What is the average size of these groups?**     <10     <25     <50     <100     101+

**Please list the groups that you have spoken to in the last six months:**

\_\_\_\_\_  
\_\_\_\_\_

**What do you hope to gain from speaking at a Business Simply Put forum?**

**Based on your expertise, what topics would you be willing to speak on?**

*Please check as many boxes that apply.*

- |  |  |
|--|--|
| <input type="checkbox"/> Advertising                           | <input type="checkbox"/> Leadership Skills                     |
| <input type="checkbox"/> Asset Protection                      | <input type="checkbox"/> Maintaining Company Records           |
| <input type="checkbox"/> Budgeting                             | <input type="checkbox"/> Managing Change                       |
| <input type="checkbox"/> Building/Transforming Company Culture | <input type="checkbox"/> Marketing                             |
| <input type="checkbox"/> Business Law                          | <input type="checkbox"/> Measuring Business Performance        |
| <input type="checkbox"/> Business Plans/Planning               | <input type="checkbox"/> Mergers & Acquisitions                |
| <input type="checkbox"/> Business Valuation                    | <input type="checkbox"/> New Business Development              |
| <input type="checkbox"/> Capital Budgeting/Structure           | <input type="checkbox"/> Partnerships                          |
| <input type="checkbox"/> Coaching & Counseling                 | <input type="checkbox"/> Performance Appraisals/Evaluations    |
| <input type="checkbox"/> Competitive Analysis                  | <input type="checkbox"/> Productivity                          |
| <input type="checkbox"/> Conflict Resolution                   | <input type="checkbox"/> Project Management                    |
| <input type="checkbox"/> Credit & Collections                  | <input type="checkbox"/> Public Relations                      |
| <input type="checkbox"/> Crisis Management                     | <input type="checkbox"/> Real Estate                           |
| <input type="checkbox"/> Customer Retention                    | <input type="checkbox"/> Sales Management                      |
| <input type="checkbox"/> Disaster Recovery/Planning            | <input type="checkbox"/> Service Quality                       |
| <input type="checkbox"/> Economic Downturn Issues              | <input type="checkbox"/> Setting Standard Operation Procedures |
| <input type="checkbox"/> Effective Communication               | <input type="checkbox"/> Strategic Planning                    |
| <input type="checkbox"/> Effective Meetings/Presentations      | <input type="checkbox"/> Succession Planning                   |
| <input type="checkbox"/> Employee Motivation                   | <input type="checkbox"/> Tax Planning                          |
| <input type="checkbox"/> Employee Selection                    | <input type="checkbox"/> Teamwork                              |
| <input type="checkbox"/> Executive Compensation                | <input type="checkbox"/> Time Management                       |
| <input type="checkbox"/> Exit Strategies                       | <input type="checkbox"/> Training Employees                    |
| <input type="checkbox"/> 401K's                                | <input type="checkbox"/> Turnaround Strategies                 |
| <input type="checkbox"/> Family Business Issues                | <input type="checkbox"/> Venture Capital                       |
| <input type="checkbox"/> Finance                               | <input type="checkbox"/> Other _____                           |
| <input type="checkbox"/> Forecasting                           | <input type="checkbox"/> Other _____                           |
| <input type="checkbox"/> Growth Strategies                     | <input type="checkbox"/> Other _____                           |
| <input type="checkbox"/> Human Resources                       |  |
| <input type="checkbox"/> Information Technology                |  |
| <input type="checkbox"/> Insurance                             |  |
| <input type="checkbox"/> Investments                           |  |

**Please enclose a business card, brochure, &/or resume, & we will contact you when the information you have provided matches the calendar of topics we are trying to present.**

**PLEASE RETURN TO:**

**LW AND ASSOCIATES  
11728 WILSHIRE BLVD STE B1008  
LOS ANGELES CA 90025  
TEL: 310-473-9064**

**THANK YOU FOR TAKING THE TIME TO FILL OUT THIS QUESTIONNAIRE!**