

## Corporate Client Interview Questions

### **The Setup**

- At the time you began working with us, what was your position with the company, and what were your responsibilities?
- What was your company's financial situation before you began taking any action?
- Were you aware of the challenges the company was facing, or did it seem like things were going along nicely?

### **The Crisis**

- Did you or your company suffer any specific crisis or financial setback that forced you to take action?
- What effect on your business—and your personal life—did this crisis or setback have?
- How did the crisis you faced affect your employees and co-workers? Your family? Other companies you do business with?
- Did you try any other solutions to these issues before you came to us? What were they? Did they work? Why or why not?
- When did you first hear about the benefits of our program?
- How soon after you were introduced to us did you decide to hire us?
- Did you experience any concern or hesitation prior to committing to our program? What worried you or made you skeptical?
- What finally made you decide to give us a try?
- What specific goals did you hope to[...]”

### **Pursuit**

- What were the most effective steps we asked you to take in achieving your company's objective? What surprised you about this process? Was anything about the experience of the program different than you expected?
- Was the change your company experienced gradual, or did everything come together quickly?

### **Conflict**

- What were the hardest things about beginning, and sticking to, the steps we recommended?
- What personal challenges arose for you, your co-workers, or your families as your company followed our recommendations?
- How were you able to overcome these obstacles?”

### **The Climax**

- When did your company finally meet its original goals?
- What was that moment like?

### **The Aftermath**

- What is your organization like now, compared to what it was before you began our program?
- How has the company's success affected your employees?
- How has it changed your own life?
- What would you suggest to anyone else whose organization is pursuing similar goals or dealing with similar situations or problems?