



THE ACADEMY FOR CHIEF EXECUTIVES
Experiential Business Learning®

TEN KEY QUESTIONS to becoming an ACADEMY SPEAKER

The ten key questions which help us understand more about your particular chosen subject are:

1. ***In a sentence*** – What is your area of expertise and in which “category” do you see yourself? (see Categories PDF)
2. ***Why now?*** – Why is your topic of particular interest and relevance to Academy Members today?
3. ***Your marketplace*** – Are you the first in your field, the only person in your field, or one of many?
4. ***Why you?*** – How does your approach differ from others?
5. ***The What?*** – If you ran a session, what would your title and objectives be?
6. ***The How?*** – How would you achieve them?
7. ***Outcomes*** – By the end of the session, what will members have acquired?
8. ***Actions*** – What would you expect them to do as a result of your session?
9. ***Takeaways*** – What tools would you provide to help them?
10. ***Downstream value*** – Three months later, how would you measure the value of your session?

You really
don't
have to
alone
feel
at the top

**If you would like to be considered
as a Speaker for The Academy,
please email your answers to:
workshopleaders@chiefexecutive.com**



Meet the Board You Could Never Afford®