

Talking Points Worksheet

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What topics have you been interviewed about or written about for publications in the past?

Managing Your Environment, Cultural Adaptation – Business and Foreign

What topics have you blogged about in the past?

Adapting to Change, Hit the Pause Button, Assess the Situation, Figure out the Why, What's Your Current GPS location? Manage Your Environment

When you imagine yourself on television or radio, what do you imagine yourself talking about?

Overcoming the fear of change – acknowledging that change will always happen, so it's better to learn to embrace it and use it for your benefit

Who is your target audience?

Businesses that realize that to move to the next level, they need a skill set that allows them to use change to their advantage.

List five questions that your target audience would want to hear you answer.

1. **How can I get over my reluctance to change?**
2. **What's one step I can use – right now -to deal with change?**
3. **How can I set myself apart in my business sector by using your methods?**
4. **What do you mean that each business in a "culture"?**
5. **So, what is the Adapter Factor?**