
Discovery Questionnaire

The Engagement or Presentation

1. What is the purpose for this training/coaching engagement or keynote presentation?
2. What are your three main objectives for this program?

The Organization

1. Tell me about the culture or the environment of the company.
2. What is happening in your company right now?

The People

1. What is the demographic profile of program participants? Include information about age, experience, educational background, gender, and management to staff ratios.
2. Describe the relationships amongst employees, departments, and/or management.
3. What are the barriers to their accomplishments?

The Summary

1. What is the outcome you are looking for as a result of this program?
2. If after I am done, researchers ask participants, "What did you learn, and how do you plan to implement it?" what do I want their answers to be?