

Date: _____

In today's rushed and fast-changing business environment, some of your staff's best ideas never get heard and some of your best people have no opportunity to contribute and to be recognized. Enclosed are two short questionnaires that will encourage your staff to tell you about themselves and how they can be more effective.

7 QUESTIONS TO ASK OUR STAFF THAT COULD CHANGE OUR BUSINESS FOREVER!!

INSTRUCTIONS:

Print the following few pages, using your company letterhead for the first and distribute them, along with a return envelope, to each of your staff. You'll be amazed at the incredible value of the ideas you receive ... ideas that could change your business forever!!

If you have any questions about how to implement this valuable program, please contact us at (416) 252-3704 or email sharen@donaldcooper.com. If you would like to receive this as a Word document, please contact us.

NOTE:

For information about booking Donald Cooper to speak to your Company or Association about Marketing and Service Innovations that will Increase Market Share And Profitability.

**7 QUESTIONS TO ASK OUR STAFF
THAT COULD CHANGE OUR BUSINESS
FOREVER!!**

In today's rushed and fast-changing business environment, some of your best ideas never get heard and some of our best people don't have an opportunity to contribute and advance, as they would like. Here is your opportunity to be heard, to contribute and to be recognized. Over the next few days, simply take a little time to answer some, or all, of the following questions and then, using the attached envelope, let us all benefit from your thoughts and experience!

"Thank you" _____

1. What Training or Information do you need to . . .

(A) Improve the quality and value of our products (or services)?

(B) And to serve our customers better and more efficiently?

The 7 Questions to Ask Your Staff! (Cont'd)

2. What additional Authority do you need to . . .

(A) Improve the quality and value of our products (or services)?

(B) And to serve our customers better and more efficiently?

3. Three things that prevent you from being more productive in your job are . . .

1.

2.

3.

4. (A) Three things we do as a company that drive our customers "crazy" are ...

1.

2.

3.

The 7 Questions to Ask Your Staff! (Cont'd)

(B) Three things that we could do that would “WOW” our customers are . . .

1. _____

2. _____

3. _____

5. I could improve our quality or our service if I could ...

6. (A) Is there any job or position in our company that you think would be better suited to your skills and experience?

(B) Is there any job or position in our company that you would like to prepare yourself to do?

The 7 Questions to Ask Your Staff! (Cont'd)

7. (A) The three most important problems for the leaders of our company to deal with are . . .

1. _____

2. _____

3. _____

(B) My suggestions for solving these three problems are . . .

1. _____

2. _____

3. _____

“Thank you” for your time and your ideas!! They’re much appreciated! If you wish to identify yourself, please fill in the information below. If you prefer not to identify yourself, that’s fine too.

Name

Department/Location

Date