

Suggested Questions for a Highly Successful Interview with Todd Brockdorf

On the “Better than Average” Concept...

- How did this idea of the “Better than Average” concept come about?
- If you could draw a picture of the Better than Average concept, what would it be?
- Do you have any examples from your life of the Better than Average concept in action?
- What’s an example of a Better than Average company?
- You have a Better than Average Philosophy. Tell us about it.
- What is the first step if a business wants to become Better than Average?
- What are 3 habits of Better than Average businesses that you have discovered?

On the Book *Better than Average: Excelling in a Mediocre World...*

- You recently released a book titled *Better than Average: Excelling in a Mediocre World*. Tell us about it.
- How long did it take you to write the book?
- How did this book spark the Better than Average movement?
- Why should someone join the Better than Average?
- Can you please briefly outline the 8-steps in the Better than Average Process?
- What is the one take away you want readers to understand from your book?

On Standing Out From the Crowd...

- What are your 3 best tips for standing out at work?
- What is the easiest way to stand out from the crowd?
- You do consulting. Do you have any consulting stories?

On Leadership...

- How do you define “leadership?”
- What are some habits that you’ve discovered about Better than Average leaders?
- You teach leadership trainings. What are some of your favorite leadership students?