

Podcast Topics and Sample Questions

- **What the Heck is a KPI and How Can It Help Your Business Thrive?** For many business owners and advisors, the acronyms that get thrown around on the regular all start to blur together at a certain point... but one that should be crystal-clear is that of your KPIs (Key Performance Indicators). I'm not alone in knowing that this metric is incredibly helpful - in fact, according to one recent survey, 68% of respondents said that using KPIs had a positive impact on their business. I think a conversation about what exactly KPIs are and why they matter would really resonate with your audience. A discussion on this could include any of the following talking points:
 - What exactly does the term 'Key Performance Indicator' mean to a business?
 - Why is it so important?
 - What exactly should a "KPI Dashboard" look like?
 - What should/shouldn't be included?
 - Does a business owner need to be at a certain level to start measuring KPIs or is this something that can bring value from the beginning?
- **How Does Value Creation Lead to Business Success?** The fact of the matter is that business success comes from 'value creation' for owners, customers and employees... and value is continually being built or destroyed throughout your business. I'd love to give some insight here and have a discussion around this topic, including any of the below talking points:
 - What exactly does the term 'value creation' mean? And how does that apply to our businesses (or those of our clients)?
 - Don't many people have different definitions of 'value'?
 - How do we define the values and purpose of our company?
 - Do you have a couple concrete examples of what happens when companies ONLY provide value to customers or owners?
 - What are the different ways you can create value throughout your company?
 - Why is providing value to our employees important?
 - What are the ways to create value through your sales and marketing?
 - What is the biggest value mistake in this area?
- **The Reason These Business Decision-Making Errors are Sabotaging You (And What To Do About It).** The study of behavioral finance has shown we all consistently fall for business decision-making errors. Our emotions and snap judgments influence our business decision-making process more than we know. In fact, we are more likely to resort to a snap judgment when faced with a complex business decision as the analytical part of our mind can become overwhelmed. I think a conversation around common decision making mistakes - and how to overcome them - would really resonate with your audience. A discussion on this could include any of the following talking points:

- What are the main reasons business owners are making poor decisions in their business?
 - Overconfidence
 - Unrealistic optimism
 - Sunk costs
 - Anchoring
 - Confirmation bias
- What are real-life examples of these?
- How can we avoid making these mistakes?