

ENLIGHTENED CAPITALIST™

Share Your Knowledge,
Your Perspective,
Your Gifts,
Your Experiences,
Your Lessons
With Enlightened Capitalists



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We believe that if you can do something once and repurpose it, then you should do so, so our President and primary interviewer, Carol, is experimenting with a new format for the interviews.

Ultimately, it's your choice whether you'd like to be interviewed for 7 minutes, 27 minutes or 57 minutes, so please look at what each entails and then let us know when you indicate your interest using this form.

Interview format (click to open)

1. 7 minutes with _____ (that's you!) where it's a fast paced, "Here's who I am, my personal purpose is, I work at as "your role", here's what I've done, this is why I did it, here's what I learned, and here's the impact I've made". This podcast is designed for people on the run, so it's going to be similar a morning news show segment. The audio for this part of the interview is intended to be used in our "coming soon" iTunes channel and we may take the video and use it in a project such as an EC morning "TV" show.
2. A further 20 minutes (for a total of 27 minutes plus ad time) is intended to be used to create a video episode that will be uploaded to YouTube and featured in "Enlightened Capitalist TV". This part is more detailed and will include stories, case studies, examples, product descriptions etc. and we will add elements to make it a more exciting visual (video) interview show. We may also use your lessons and experiences as case studies in our books and/or include the interview in our magazine.
3. And the final 30 minutes will be turned over to you to teach what you've learned and to give people exercises to complete. This no-fluff, master-class may be used in our membership areas, our Academy, another version of an EC TV show, our magazine and/or our Virtual Summit. Parts of your presentation — such as quotes, suggestions or exercises — may also be included in books, with attribution. Your compensation for sharing your expertise, in a 30-minute "classroom" presentation is a complimentary 1-year Reinventor Membership (value \$599 – click here to see what's included). Note: each Virtual Summit has a theme and specific topics, so your presentation may or may not be suitable.

You'll be asked to deliver 3 – 5 powerful steps to take or items to explore that can transform viewers lives and/or businesses, along with an explanation about why it's important, what the expected

outcomes should be and the suggested way(s) to do the exercises, along with pitfalls to watch out for. You can suggest reading specific books, watching other videos and accessing other resources, and you can provide tools which will be downloaded BUT you cannot pitch any products and services either subtly or overtly during your presentation.

All our interviews are based on the topics we cover as an Enlightened Capitalist.

Our intention when we interview people is two-fold. Firstly, it's to give the audience substance that inspires them to "Be Good, Do Good and Do Well". Secondly, it's to give you the most exposure as we can.

We recognize some interviews experience sound or other technical issues which impact the ability to use all or parts of the interview in an audio or visual way, so we'll use the interview in other ways.

We also recognize that people are people and personalities, approaches, moods and other stuff can cause the interview flow to be a bit off. We'll do what we can to get back on track. We may extend the interview so we can edit later. We may also decide to use the transcript rather than the interview itself.

Finally, some interviews can be so "in the flow" that it doesn't make sense to put a hard stop on them, so we'll use our judgment and we may extend (so please give an allowance between the interview and your next appointment.)

If you'd like to be part of this community engagement and peer teaching initiative, please download the interview questions and then complete the form.

Notes:

Our interviews are not fluff or sales pitches. They are fast paced, content rich and provide educational and actionable insights to assist others.

We may quote you in our books, blog, articles and other marketing materials.

If you agree to be included in the Virtual Summit, we ask – but do not require – for you to be available live during the Virtual Summit for a virtual panel discussion or to answer questions from attendees. We will give you the schedule when we interview you and you can decide at that time if you are able to attend “live”.

Virtual Summit presenters are not required to email or to send social media shout outs, although they are appreciated.

An affiliate program is available if you would like to promote the Virtual Summit or membership.

Carol will be in touch to arrange for an interview time (she blocks off specific days to do batches of interviews.)

Sample Questions:

For the most part, Carol will follow a similar format, using the questions below. However, if it sounds like you are reading your response, if the interview is a bit flat or if something you say intrigues her, she will deviate.

7 Minutes with _____

Notes:

Please have short, snappy, sound bite kind of answers. There is a lot to cover in 7 minutes. Also, Carol will be checking the time carefully, so you may be cut off/moved along to the next question, so be sure to get your most important points out first and then, if there is time, you may be asked to elaborate.

If any of the questions below don't make sense please ask for an explanation for what she is looking for.

Also, if there are parts that don't apply – for example, if you don't have employees, so you cannot speak to employee engagement, let her know in advance.

For financial results, she is not looking for specific numbers. However, a range would be useful – something like, “when we first started, productivity dropped by between 5 – 10%

because of x but after we did “y” or after “z” months as people started ___ the uptick happened quickly and our productivity had a net increase of between 10 and 20%”... or something like that 😊

If there are any questions you cannot answer, let Carol know in advance and she’ll switch them out.

Finally, if there are any great questions she should be asking also let her know.

Introduction – Carol introducing herself and the podcast and a call to subscribe to the podcast. She’ll then introduce you by name, by role and the company you work with (if applicable) and why you are on the show (the connection to being an Enlightened Capitalist) and she’ll welcome you. (e.g. This is Susan Smith, EVP of Marketing for ABC Corp who is my guest today because of the work she is doing to _____ Welcome Susan.)

1. So _____, tell our listeners why you believe we need to embark on a series of reinventions? – *in business, politics, philanthropy, education, healthcare or whatever applies to you.*
2. Which area (*for example, changing organization culture, adding a social cause, reducing environmental impact, improving governance, adding value, improving worker conditions, creating a social enterprise etc.*), are you focusing on with the work you are doing, why does it matter now and why will it matter in the future?
3. What drew you to this work? Was it something you raised your hand for? Was it something that was assigned to you? Was it something you proposed?
4. How has this experience changed your life and/or perspective?
5. One of the topics we talk about often is having a higher-purpose. Do you have a higher-purpose personally?

If yes, what is it and how did you figure out what it is?

If no, would it make a difference to you if you knew what it was? Why or why not? (If you are in the process of figuring it out, what are you doing to identify your purpose?)

6. What project you are working on now? (*Note: this could be the BIG project/ work assignment or it could be a smaller project related to the big project*)
7. When did you start working on this project?
8. What have you learned along the way?
9. What have been your biggest challenges and how did you overcome them?
10. How do you measure success and impact?
11. What financial impacts have you felt since you started this project?
12. How has it impacted employee engagement? (*I’m looking for both positive and negative experiences to understand if there is a pattern, for example, it is positive in the beginning, then x months later there is a flattening or a decrease, followed by a pivot or change in communication or something else, and the result? People need to know what to expect based on others’ experiences.*)
13. How has it impacted your customer experience?

14. How has it impacted your sales and your margins?
15. Are there any other positive or negative effects? *For example, was there a time when profit, or Net Promoter Score, or Employee Satisfaction Scores went down? If yes, when and for how long and what caused them to upswing again?*
16. Imagine you are going to teach a class for ambitious, talented founders who want to master the art of building a business. What's the required reading that you assign to them before the class begins?
17. What is your ultimate goal?
18. [Carol will check the time. If we have less than 1 minute left, we'll go to this last question. If not, we'll talk until we have one minute left.]
19. What do you need to make this come true? Let's put this out to our audience to see if anyone can help you.
20. Thank you... and audience, if you can help _____, please send Carol an email at Carol@EnlightenedCapitalist.org or send her a DM on LinkedIn or Twitter and she'll send it along to him/her.
21. Call to action and Outro

20 Minute continuation

1. And now a word from our sponsors....
1. So, let's take a step back and explore more about your challenges. If you dive deeper into them, what was the root cause of *I'll pick one from the list you provided in the first part of the interview?* What would you do differently, if you were to start over again?
2. And for the resolution, looking back is there a better way to resolve this? A short-cut or a way to have a better outcome? (While it's great that they were resolved, often there are better, more effective or easier ways which we only see after the fact.)
3. You said you measure success by _____ and impact by _____, so why did you identify those measures as being important? Why are they more important than other measures?
4. I'd like to go back to the business case for embarking on a project like this. You said *reiterating the financial and satisfaction results*
5. Let's talk about some stories about the impact you have made so far. What is your favorite story to share?
6. Why is this your favorite story?
7. Do you have other stories you can share, perhaps with a different outcome or set of circumstances?
8. How do the people/animals you are impacting react to the work you are doing?
9. How does this make you feel?
10. Let's look at what you are doing / have created. Please explain what this is all about. *If there is a product to show, we'll cut to the product and we'll ask you to explain it (so you can either bring the product or we can show photos or a video clip, which we can edit in while you explain it).*

If what you are doing is a service, we'll shed the light on some of the people who are helping you (so photos or a video clip would be needed)

11. And to wrap up today's chat, what advice do you have for those who feel the need or calling to get involved?
12. Thanks and call to action (to check out EC TV)

Final 30 minutes

1. Commercial
2. Alright, for the last part of this interview, I'm going to turn over the floor to our guest, who is going to share (3 – 5... *you'll have to tell me how many*) lessons learned from the work they have done, so that you can implement this in your work.
3. So _____, the floor is all yours.
4. This is where you may share more stories, case studies, examples and tools that you use and are willing to share.

These tools should be general enough to work for others who are wanting to do what you are and have done. For example, if you have built a tool like Bob Willard has create using Future Fit and his experiences to build a case study for an initiative, then you can explain how to use it.

Or if you have founded an organization to fill a need, explain how you identified what the need was and the main steps that you took to bring it to life (and if you can identify unusual steps, relevant specifically to the type of organization, it will be much more useful than generalized information available through a google search.)

Or if you created a product that transforms lives, walk the listeners through how you got the idea (and how they can decide which ideas to pursue) and how you got it to market.

We believe in reinventing broken systems and processes but reinventing the wheel isn't one of them 😊 So, whatever you can share to educate the listeners and whatever activities, tasks, projects or questions they need to ask themselves to be successful should be assigned.

Again 3 – 5 top priorities – you can be general as in an A – F type of lesson OR you can choose one specific area and do a deep dive. Both are valuable and each has its place.

Please run your idea past Carol first though, in case it's already been covered by others numerous times.

Plan on 25 minutes for your actual presentation.

5. Carol will summarize and ask for clarification. If we have any Q&As we'll ask them too.
6. Wind – up – thank yous, shout outs for any books or courses you are promoting, reminders where to download the tool(s), etc., reminder of what you are looking for from the end of the 2nd part and calls to action.

At the highest level, we use the Ripple Circles to identify our primary areas of discussion:

Personal	Organizational
Person	Persons
Profession	Industry
Performance	Performance
Philanthropy	Corporate Social Responsibility
Planet	Planet

And then we drill down to specific topics such as (but not limited to):

Personal	Organizational
<ul style="list-style-type: none"> • Identifying your purpose • Living your purpose • Reinventing your life • Reinventing your relationships • Understanding your biases • Identifying your self-limiting beliefs • Changing your mindset • Reinventing your career • Aligning your purpose with your work • Biohacking • Reinventing your health • Becoming a more effective leader • Evolving your communication skills • Finding a balance that works • Moving from competition to collaboration • Inspiring others to support you • Being a great mentee 	<ul style="list-style-type: none"> • Identifying your organizational purpose • Leading from purpose • Reinventing your organization’s culture • Employee Engagement the Enlightened Capitalist way • Developing leaders for tomorrow’s business • Leading multi-generations through turbulent times • Creating an entrepreneurial culture • Planning for disruption • Leveraging what we’re learning from behavioral economics • Creating tomorrow’s business today • Improving financial performance and relationships with stakeholders • Downloading accountability • Creating more value and higher profits

- Preparing yourself for a world of robotics, AI and VR
 - Reinventing what we define as “work”
 - Starting an Enlightened Capitalist business
 - Becoming a more engaging speaker or interview guest
 - Building your personal brand
 - Evolving your thought-leadership
 - Writing a book
 - Balancing “being nice” and getting things done
 - Adding value to your philanthropic causes
 - Leveraging your contribution to healing the planet
 - And all other topics that help individuals to become more Enlightened -- happier, healthier, wealthier and more aware of their strengths, gifts, talents, dreams, purpose as well as the areas where they can improve.
- Shifting from fear to empowerment
 - Reinventing your marketing approach
 - Reinventing your sales approach
 - Becoming a B-Corp
 - Using Future Fit as a tool to become a better corporate citizen
 - Encouraging creativity and embracing innovation
 - Leverage your resources to amplify results for your chosen causes
 - Doubling down on your green initiatives
 - Creating incentives and recognition programs that work
 - UN SDGs
 - And all other topics that help organizations to become more Enlightened – by doing good and being good employers, suppliers customers, community members, supporters of causes and corporate citizens

Old way of doing business → the Enlightened Capitalist way of doing business



ENLIGHTENED CAPITALIST™

Profit at any Cost	➔	Profit AND Purpose
Us versus Them	➔	We
Misuse of Human Capital	➔	Appreciative AND Inspiring Leadership
Customer Service	➔	Exceptional Experiences
Policies for Company Benefit	➔	Policies for Stakeholder Benefit
Generational Conflict	➔	Empathetic Communication
Me-Too Initiatives	➔	Purposeful Initiatives
Putting in Time	➔	Contributing to Higher Purpose
Quarterly Results	➔	Long term view
Making Widgets	➔	Creating Value
Competition	➔	Collaboration AND Strategic Partnership
Limited Perspective	➔	Global Perspective
Risk Averse	➔	Risk Tolerant AND Courageous Leadership
Secrecy	➔	Openness
Business as Usual	➔	Meaningful Business

And you can check out our Manifesto at <http://EnlightenedCapitalist.org/who-are-we/manifesto> for other topics.

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