

1. **Introduction of guests, their company role, and company name.**
  - a. What services/products do you offer?
  - b. What type of clients do you serve?
  
2. Can you tell us the story behind the founding of your company and how you got your name? What inspired the creation of your company?
  - a. What challenges did you face to set it up?
  - b. What things did you try that didn't work that forced you to pivot along the way?
  
3. We'd love to hear about **your background**. Please tell us where you are from, what you studied, and your first job.
  - a. When did you discover a love for your industry, and how did that lead you to your current company?
  
4. Considering how COVID-19 has changed how we do business, what workflows have you used to continue company culture and innovation?
  - a. For our audience, what's a typical day like at ABC Company?
  
5. Can you elaborate on the services and expertise your company offers?
  - a. Why should potential clients/customers utilize your firm?
  
6. What's next for YOUR COMPANY?

**Feel good questions.**

7. If you were not doing X, what other career would you pursue?
  
8. What would your life partner or best friend say they like most and least about you?
  
9. Finally, since we have a sports theme going on – What is your favorite sport? What team do you root for, and how do you like to watch it?

**SUPPORT LOCAL BUSINESS – How do employers get in touch for assistance.**