



Potential Interview Questions for Dr. Jeff D. Standridge

1. Reading over your biography, you have a VERY unique background. Can you tell us a little about you?
2. How did you make the jump from being a member of the helicopter team at Arkansas Children's Hospital, to being a professor at a medical school, to being a global business executive, to being an entrepreneur, investor and author? All of those seem like HUGE career leaps?
3. You spent a lot of time working internationally. In fact, you've started and managed business in numerous countries on five continents. What was that like?
4. Tell us a little more about your career-long study of Top Performance. How did that get started and what did you find?
5. You've just released, not one but TWO #1 best-sellers within five months of one another, but not only that, you had BOTH books achieve best-seller status at the same time. What do you think is driving the demand for your books?
6. Tell us about your work with the Conductor (www.ARConductor.org).
7. So, you spend a lot of time in your professional consulting practice working with innovators, entrepreneurs and aspiring entrepreneurs. But you teach some things that are not taught in many business schools. Give us an example or two of those teachings.
 - a. Finding your why and how your why impacts your success
 - b. Building out your Growth Plan
 - c. Creating products & services that customers want to buy
8. Your website says "Innovation and Leadership are Inseparable." What do you mean by that?
9. What's one piece of advice you would give to our listeners?