



Sample Interview Intro, Questions, & Outro

Sample Intro for Linda Swindling:

Negotiating change especially as a leader can be tricky. For instance, have you and your team ever planned a clear course of action and then discovered all your hard work is no longer relevant? And, how do you *positively* manage and champion a change that was thrust upon you?

Our next guest says that whether the change was initiated by you or a surprise, you often have more control and options than you think. You just need to know how to ask the right questions to make the best leadership decisions.

Our guest is a “recovering” attorney, popular speaker, executive coach and strategic consultant. She also has a TEDxSMU talk on the topic, “Why the World Needs You to Ask Outrageously,” and it is the subject of her newest book, *Ask Outrageously! The Secret to Getting What You Really Want*.

Please help me welcome author, *recovering* attorney and the “Go To” speaker on negotiation and negotiating change...Linda Swindling.

Sample Interview Questions:

Linda-you say that the secret to surviving change is reframing it as a negotiation. Can you tell us more about that?

You start your *Ask Outrageously* book and your TEDx Talk with a story about Jay Leno. What does Jay Leno have to do with negotiation and change?

I heard there is a “rest of the story” for Jay Leno. Can you tell me what happened?

You say we need a strategy to negotiate change. Why?

What’s involved in creating a negotiation strategy for change?

You also say people should “Live in the question!” What questions are you talking about?

Answer:

1. If I knew I wouldn't fail, what would I want?
2. What are my good reasons for wanting that outcome?
3. Is it worth my time and effort to pursue this direction?
4. What would the best professional I know do in this situation?
5. What would be my best first step?
6. What or who could serve as a resource?
7. How will I celebrate when I hit my small and large milestones along the way?
8. What roadblocks or detours could I face? What can I do or say to myself if I encounter those obstacles?

OK speaking of roadblocks and detours, what if you are surprised by a change? What do you recommend then?

Answer will be the A.S.K. Method: Aware, Seek, Know

It sounds like you are saying the key to negotiating change successfully, is asking...is that right? Yes, but people don't ask enough. Linda will give a statistic.

With the research you conducted for your upcoming book, what are the top reasons people are hesitant to ask for what they want?

What does your research reveal about why people say “No” to requests made by others?

Ending question: What would you recommend to someone who wanted to start negotiating better, especially when leading change?

Sample Outro for Linda Swindling:

(Before you end the interview, if you'd like to offer additional tools and resources to your listeners and viewers, here is some language.)

Linda, thanks so much for this information. I know we're listing some links to articles you're written on Negotiating change. But you are also offering free

resources and tools to help our viewers/listeners Ask more Outrageously. **How do we get them?**

Linda's Answer will be something like:

Yes, the easiest way is to text to get them. On your phone, go to the To line put in 42828. Then type "Ask" as the message and send. You will receive a message that will show you how to go the bonus section of AskOutrageously.com and get all the tools. If you are out of the US, you can go directly to www.AskOutrageously.com Scroll down and find the link to the Bonus Tools and Resources Section.