

The Career Toolkit

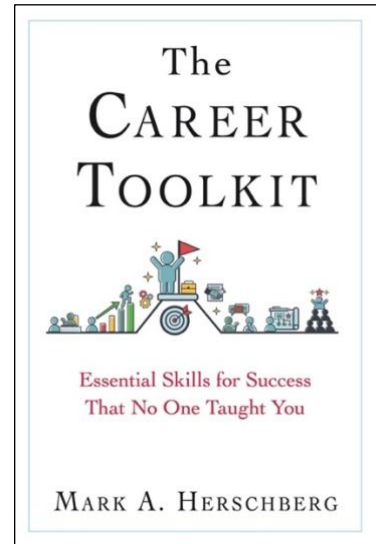
Essential Skills for Success That No One Taught You

Interview Topics

Below are some proposed angles with potential interview questions. Obviously, you should run the interview as you wish, taking an angle and asking questions you deem most appropriate for your audience. I'm an experienced speaker having done dozens of live and pre-recorded shows, including conversational, question and answer, and call-in formats.

The content is evergreen, although it can be tailored to current events if you want to tie into the news cycle. The first set of questions are organized by topic/chapter; the second is oriented by audience. We're happy to discuss any ideas you have.

We can do promotions or book giveaways for your audience.



AV: I have a Blue Yeti mic, headphones, Logitech camera, 5-point lighting kit, and a professional background.

Category

- Career Planning
- Working Effectively
- Interviews (candidate / employer)
- Leadership
- Management
- Communication
- Networking
- Negotiations
- Ethics
- Developing These Skills at an Organization
- Book Writing & Publishing
- About Mark

Audience

- Executives
- Entry Level
- College Students
- Gender (men/women)
- HR
- Non-Profits

Questions by Topic

General Questions about the Book

1. Why did you write this book?
2. What is new / unique about this book?
3. Why isn't this covered by other books?
4. What is the program at MIT that teaches this?
5. Who should read this book?
6. How can they get the most out of it?
7. Can college students benefit from the book? How?
8. Can non-managers / individual contributors benefit from the book? How?
9. How did you learn these skills?
10. Why aren't colleges teaching this?
11. Why aren't people learning this at work?
12. Does it apply outside the US?
13. Where can listeners find the book?
14. How should readers use your book?
15. Why did you create an app? How does it work?
16. Is the app free?
17. What can companies do to apply these ideas?
18. How quickly can a reader access and apply the tools?
19. Who did you use to review the book?
20. How did you apply what is in this book to your life?
21. Did you eat your own dogfood when writing the book and use your own lessons?

Career Planning

- 1) Why do people need a career plan?
- 2) What type of people need one? Who doesn't need one?
- 3) How should they create one?
- 4) What are the types of questions they need to ask?
- 5) Does it take a lot of time to make one?
- 6) How does your book help readers create one?
- 7) Who can help with the career plan?
- 8) How often should you revisit the career plan?
- 9) Do career plans change?

- 10) How does this help someone who has a dream role?
- 11) How does this help someone who doesn't know what s/he wants to do?
- 12) We have some callers who would like advice on their plans.

Job Optimization

- 1) How do you manage your manager?
- 2) You talk about learning beyond your role; what does that mean?
- 3) You espouse the idea of a "lazy manager"; what does that mean? How should someone be lazy to be successful?
- 4) How do you access a corporate culture? What about during an interview?
- 5) How much should someone change to fit into a corporate culture?
- 6) Why do you say corporate politics can't be ignored?
- 7) What techniques can employees use to handle corporate politics?

Interviews

- 1) You mention being an interviewer helps you become a better interviewee; why is that?
- 2) How can you learn to be a better interviewee?
- 3) How can you learn to be a better interviewer?
- 4) What types of interview questions are there?
- 5) What are commonly asked bad interview questions? Why are they bad?
- 6) What are your favorite interview questions?
- 7) How should a candidate think about answering questions?
- 8) What's the right way to answer a brain teaser?
- 9) What are the different types of diversity in hiring? Why is it important?
- 10) What is mental diversity?
- 11) How do companies need to improve their job descriptions?
- 12) You mention people are always interviewing, what does that mean?

Leadership & Management

- 1) Can you define leadership?
- 2) You talk about influential leadership; what does that mean? How is it different from positional leadership?
- 3) What are the qualities of a leader?
- 4) What's the relationship between leading and following?
- 5) In the book, you write that people can practice leadership every day; how?
- 6) What's the difference between leadership and management?
- 7) What are the stages of team formation?
- 8) What are the three precepts of management?
- 9) You mention that having the right answers isn't always necessary; why not?
- 10) What do you mean by "Myth of the Alpha Male"?
- 11) How can you recognize a good leader from the myth?

12) What is the double bind women face?

Communication

- 1) Can you explain what you mean by the different mental models people have?
- 2) Can you provide an example of how people can miscommunicate at work?
- 3) How can someone who is more quiet or introverted be heard more at work?
- 4) How do we communicate with our image? How can we say what we want to with it?
- 5) How can someone build their personal brand?
- 6) What did you do to change your image?

Networking

- 1) What is the key to networking?
- 2) How should people build their network?
- 3) Who should be in your network?
- 4) How do you build a relationship?
- 5) When should people network?
- 6) How are people doing it wrong?
- 7) You talk about how people misuse the concept out networking in outreach, can you explain?
- 8) You mention that everyone has something to offer in their network, can you explain how?
Does that apply to students and junior employees?
- 9) Why are introductions you make between other a powerful networking tool?
- 10) What's the proper way to make an introduction?

Negotiations

- 1) In the book you claim someone can make \$30,000 with your advice; that's a pretty bold claim, how can they do this?
- 2) How important is preparation?
- 3) What is a BATNA?
- 4) What are zero-sum negotiations and non zero-sum negotiations?
- 5) What are the different things you can negotiate in a job offer?
- 6) How should people think about making trades in a negotiation?
- 7) How important is preparation? What might someone do to prepare?
- 8) What should people keep in mind when making an opening offer?
- 9) What is a post-agreement negotiation?
- 10) What are unethical tricks in negotiating?
- 11) What are the different types of negotiations?
- 12) What does win-win negotiations mean? Should someone always try to achieve win-win?
- 13) How often do people negotiate?
- 14) How can someone get better at negotiating?

Ethics

- 1) What are common ethical questions employees might face?
- 2) You talk about how systems are designed to incentivize unethical behavior, why is that?
- 3) What are the three steps to combating unethical behavior?
- 4) What should women do when facing sexual harassment in the workplace?

Developing These Skills at an Organization

- 1) How do you teach these skills at MIT? Why that way?
- 2) How can a company apply these techniques to theirs?
- 3) Why are the different types of training? When should each be used?
- 4) Why do you recommend peer learning?
- 5) How do you make sure the lessons stick?
- 6) Can this scale to larger organizations?

Book Writing & Publishing

- 1) You've mentioned this book wasn't planned, how did it come about?
- 2) As a first-time author, how did you learn about the process?
- 3) What went well / not so well?
- 4) What surprised you during the process?
- 5) How did your background help?
- 6) Why did you decide to create an app?
- 7) How does the app work?
- 8) You've mentioned that you think the app is the future of publishing, what do you mean by that?
- 9) Can you walk us through you cover?
- 10) What was your cover design process and how can others use it?
- 11) You've spoken about creating a multi-channel brand, rather than just a cover; what do you mean by creating a multi-channel brand?
- 12) You've often said a new author, just as with your career planning advice, needs to begin with the final goal; what do you mean by that?
- 13) What tips do you have for a first-time author when it comes to publishing?
- 14) Do you recommend traditional or self-publishing and why?
- 15) What insights did you uncover along the way you wish you knew earlier?
- 16) What should authors know about marketing their book?
- 17) How can authors get feedback quickly and easily on their manuscripts?
- 18) You've been on over 300 podcasts; how can other authors do that?
- 19) You've sold thousands of books and other than your press release spent no money on advertising, what's the secret?

- 20) What type of AV and lighting setup do you recommend for others looking to promote their content?

About Mark

- 1) How did you get into ballroom dancing?
- 2) What are ballroom competitions like?
- 3) How many cufflinks do you have and why did you start collecting them?
- 4) What types of cufflinks do you have and what are your favorites?
- 5) How many shot glasses do you have and why did you start collecting them?
- 6) What does it mean to track terrorists and criminals on the dark web?
- 7) How long you been doing your Halloween? What have been your favorite costumes?
- 8) How did you start doing an annual chocolate fondue party?
- 9) You have 14 patents, what types of things do they cover?
- 10) What are your favorite books? Fiction? Non-fiction?

By Audience

Executives

- 1) Is this book applicable to an experienced executive?
- 2) Does this book apply to people in their 40's? People who are already an executive?
- 3) How can an executive or manager create a more effective team?
- 4) How can the ideas in the book be applied to a department?
- 5) If a leader wants to give the book to her team, what's the best way to do that?
- 6) How should a corporate leader think about corporate ethics?

Entry Level & College Students

- 1) Is this book applicable to entry level employees / college students?
- 2) Why should a junior employee / student read about leading and managing?
- 3) Does someone right out of college have any leverage in negotiations?
- 4) What are the skills younger employees should focus on?
- 5) How quickly can they apply these skills?
- 6) Why does a junior employee need to worry about ethics?
- 7) How does the book apply to an internship?
- 8) Why would someone looking for a first job need to know about how to interview someone?
- 9) Why does someone so junior need to worry about ethics?
- 10) Why should a junior employee learn about leading and managing?

Gender Specific

- 1) How should women think about incorporating their family into a career plan?
- 2) How should men think about incorporating family plans into their career plan?

- 3) Is leading different for men and women?
- 4) What is the double bind for women?
- 5) Do the genders negotiate differently?
- 6) Does networking differ by gender?
- 7) What advantages does a man/woman have in the corporate world?
- 8) Does gender play a role in communication?
- 9) Does the “Myth of the Alpha Male” ever apply to women?

HR

- 1) How can HR use this book within the company?
- 2) You’re critical of HR in parts of the book; why is that?
- 3) How can HR work to apply these skills throughout the corporation?
- 4) What simple steps can an HR department take to start to foster these skills in employees?
- 5) How would you change HR?

Non-Profits

- 1) Do these lessons apply to people working at non-profits?
- 2) Are non-profit careers any different than for-profit careers?
- 3) Are negotiations different in a nonprofit environment?
- 4) What does it mean to understand an ecosystem when working at a non-profit?
- 5) Are there similar ethical concerns in a non-profit?
- 6) How does management differ if it involves managing volunteers?