

Interview Gil Gerretsen

GilSpeaks.com



- 1) Why do some businesses rocket from obscurity while most seem to wallow in the mud?
- 2) What is a corporate birthright?
- 3) To prosper, you say businesses must manage five crucial areas. What are they?
- 4) Why do you say a business should formally decide upon, and document, their values?
- 5) Where do goals and a vision statement come into play?
- 6) How does a business know it is time to regroup or reinvent itself?
- 7) Is there a lot of risk with that transition?
- 8) You often talk about having regular “Hoo Doo” meetings with your key people. What are “Hoo Doo” meetings?
- 9) Why is marketing and self-promotion often difficult for so many professionals and entrepreneurs?
- 10) What is the difference between marketing and sales?
- 11) Do economic conditions change the way marketing is, or should, be done?
- 12) Why is it so hard to trust business leaders in today's world?
- 13) Do you think students are wise to launch a business right after graduation?
- 14) Is it smarter to begin a career working for a big or small business?
- 15) Is it really possible to improve the success odds of a small business launch?
- 16) What skills should a small business owner have before they launch?
- 17) How did your first wife's death from breast cancer change your business?