

HIRING A SPEAKER





SO, YOU'RE HIRING A SPEAKER

What is involved in the process of finding the perfect speaker for your next event? Maybe it's the first time you've been asked to be part of the interview process for the speaker at your organization's event. What do you ask? As Stephen Covey said, begin with the end in mind.

Before you begin your interviewing process think about the skills are you looking for.



1 CHOOSE A FACILITATOR, NOT A SPEAKER

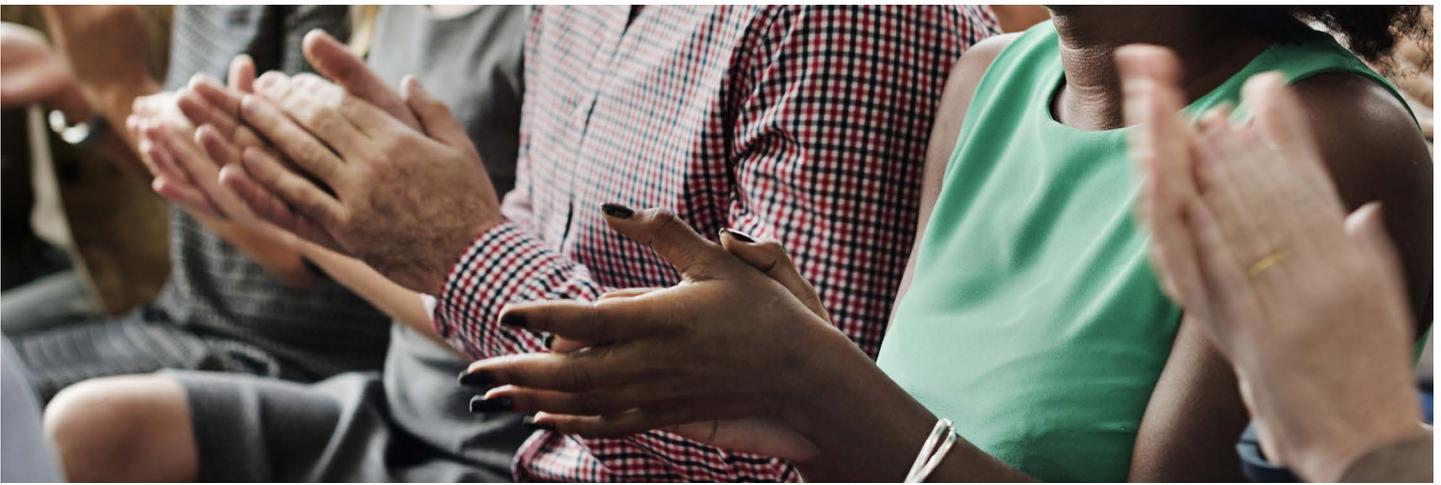
Do you expect delivery to be one-sided → speaker talking to audience → or to stimulate conversation? Sometimes the right skill is facilitation, not speaking, so double check your desired experience before beginning your process. If you are looking for a speaker who can facilitate a conversation, be sure to ask for examples of programs where delivery of content was interspersed with audience interaction. Good speakers that can facilitate are agile and adapt to situations more easily so ask what they would do if they feel like they are losing the audience. It's a good clue into how nimble they can be for your audience.

2 CHOOSE THE TAKEAWAY

Do you expect the audience to leave with a new skill, inspiration, industry information, or a combination of all of the above? If you expect a new skill then ask about other audiences that have had similar experiences. Check into the speaker's approach to preparation for the program, especially how they will engage your audience.

3 CHOOSE THE THEME

If you are looking for an inspirational message, be sure to check on what theme they expect the audience will takeaway from the program. Ask about messaging specifically pertinent to your group (topics off limits or especially sensitive) and their experience in tailoring their message to different audiences. Check in on an example of a tailored message, which will help discern between speakers.



4 CHOOSE A SWEET SPOT

Perhaps most important to uncover is the audience size they have spoken to, and if they have a sweet spot for their message. A speaker who hasn't spoken to the size audience you have in mind doesn't need to be immediately ruled out, but it does give insight into the audience interaction level they are accustomed to.

5 CHOOSE THE RIGHT FIT

What is their favorite topic and who is their best audience? Starting with the information of what they do best will give you a starting point to see how well they match up with your audience. Checking on their best audience gives you perspective on size of their audience plus anything else they consider important to the success of the program.

6 CHOOSE VARIETY

Find out the variety of topics they speak on, check beyond their favorite topic to see what else they might offer that has relevance for you. Even more revealing is to check on the projects they turn down. You'll know you are on the right path when the speaker can tell you a few topics, audience size, organizations, or other criteria which they are clear is not their expertise.

CONCLUSION

Finding a great speaker is not difficult when you know what to ask, and how to discern the qualities that are a match for your program and audience.

SPEAKER QUESTIONS

1. Are you more of a facilitator or speaker?

2. Do you have examples of your programs?

3. If facilitator: How do you encourage interaction?

4. What will the audience leave with: a new skill, inspiration, or information?

5. What is your preparation process? How do you engage with the audience?

6. How do you tailor your message for the audience?

7. What size is your typical audience?

8. What is your favorite topic?

9. Who is your best audience?

10. What other topics do you speak on?

11. Tell us about a project you have declined.



MEET JUDY

JUDY HISSONG, CLM

President, Nesso Strategies
Speaker | Coach | Consultant

Judy earned her Bachelor's Degree in Accounting from Huntingdon College, and her Master's Degree in Sports Management from the University of Richmond. In addition to her Professional Coaching Certification, she is a licensed provider for the suite of emotional intelligence tools provided by Personal Strengths Publishing, and also for the Living Your Vision process. She is a Certified Legal Manager. She resides in San Diego, CA.

HEALTH Judy Hissong was a professional athlete and has been an ACE Certified Personal Trainer since 1993. She has designed personal training programs for professional athletes and for business professionals. She writes articles on the importance of health and exercise to maintain productive workload and provide work/life balance. She has been a presenter at many international conferences on the topic of work/life balance and stress management in the workplace. She is an Accredited Life Coach working with individuals who know they can achieve more (personally, professionally, or both) and want to overcome their obstacles to success. She works with teams (athletic and corporate) who want to break through their current performance ceiling to achieve the next level.

BUSINESS With over 15 years in leadership roles inside professional service organizations, Judy provides a wealth of knowledge and expertise in leadership, emotional intelligence, and successful business planning. She is a sought after speaker and facilitator on topics of emotional intelligence, strategic and long range planning, leadership development and accountability, and job coaching. She writes articles on the importance of leadership and strategic planning in the success of business, and has been an instructor for the University of California San Diego in their Certificated Program for Paralegals.

LIFE This unique combination of business and wellness led Judy to create Nesso Strategies. Her energy is contagious, and her message is powerful and simple. She partners with organizations to develop profit-oriented strategies based on her business acumen and her team-oriented approach. She is here to guide individuals toward balance in their workdays, and their personal lives. Now that makes sense and cents.

If your actions inspire others to dream more, learn more, do more and become more, you are a leader. —John Quincy Adams

Bachelors Degree in Accounting | Masters Degree in Sports Management | Certified Professional Coach | Former Professional Athlete | Licensed Provider of Emotional Intelligence Tools | Certified Living Your Vision Coach | Certified Legal Manager | ACE Certified Personal Trainer | ICF Professional Certified Coach

CONNECT WITH JUDY

Name

Company/Organization

Phone

Email

Program or Topic of Interest

Message



JUDY HISSONG, CLM
President | Nesso Strategies

619.546.7885

judy@nessostrategies.com
nessostrategies.com



Join the conversation in
her LinkedIn Group:
[Engaging Legal Leaders](#)