



## **Wingman Intelligence Briefing**

CLASSIFICATION - Confidential

***The following information will not be duplicated or distributed to any person or company other than Waldo Waldman.***

The purpose of this report is to assist me in **customizing** your keynote presentation or workshop. The specific information that you will provide will allow me to gain a deeper understanding of your corporate culture and operations. You may ignore questions that are not relevant to your meeting or do not apply to your organization's particular business model.

Please be as detailed as possible, and feel free to add any additional information or comments you feel are relevant. In addition to this data, if there is any information that would add value to the presentation (business articles, press releases, newsletters, etc.), then please e-mail, fax, or mail them to me as well.

When complete, please **e-mail me the completed document no later than 2 weeks prior to our event.** We will then schedule a conference call with you and other mission essential wingmen to further discuss the presentation details

***Push it up!***

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**Speaker: Waldo Waldman**

**Date/Time of Program:**

**Organization:**

1. Speaker's contact prior to meeting:
  - Name:
  - Title:
  - Phone (work):
  - Phone (cell):
  - Fax:
  - Email:
  
2. If there will be a different speaker contact at the meeting, please provide contact info.

**LOGISTICAL INFORMATION:**

3. Meeting facility, location, room:
  - Venue:
  - Room Name:
  - Address:
  - Phone/Fax:
    - **When/where will you like the AV check to take place?**
  
4. Hotel Accommodations for Speaker (if different than meeting location)
  - Hotel:
  - Address:
  - Phone:
  - Speaker's Hotel Confirmation #:
  
5. Closest airport to hotel:  
Distance from airport:
  
6. Ground Transportation:  
Speaker will be transported from airport to meeting site via:
  - Will be met at the airport by a limo service  (please provide details)
  - Will be met at the airport by a member of your organization

- Will a taxi                       Rent a car                       Speaker's choice

**YOUR AUDIENCE:**

- Audience demographics:
  - Number attending speaker's program:
  - What % men:                      What % women:
  - Average age:
  - General description of attendees:
  - Job titles
  - Will spouses attend this program?                      YES                       NO
- Names and titles of any **executives or VIPs** your speaker should be familiar with?

**PROGRAM INFORMATION**

- What is your event/ program theme?**
- What does this theme mean to your group?**
- Type of meeting? (annual meeting, awards banquet, management conference)**
- What is your specific objective for my session and for your meeting?**
- Please provide the name and title of my introducer. How should they be addressed? (i.e. first name, "Ms. Johnson", nickname, etc?)**  
 \*\*This person will be provided with a biography in which to introduce me. Please provide the e-mail of this person and I send the intro to him/her. I would request that he/she reads this exactly as written and with much enthusiasm!
- Exact times of speaker's presentation?**  
 Start time:                      End time:
- What takes place immediately before the speaker's program?**
- What takes place immediately after Waldo speaks (break, lunch, speaker)?**

9. **Speaker's role in program (opening or closing keynote, luncheon speaker, etc.)?**
10. **Any other functions (meals, reception, seminar) you would like speaker to attend?**  
**Date & time:**  
**Location/ room name:**
11. **Would you like us to send a bio/photo for your meeting materials or website?**

### **PROGRAM CONTENT DETAILS**

1. What is your organization's Strategic Vision or Mission Statement (i.e. what is/are your long term goals or your 'reason for being in business.')
2. Fighter pilots operate in various environments and must win under constantly changing conditions and high stress. What challenges does your organization face that makes it difficult to WIN? (i.e. technology, recent mergers/acquisitions, layoffs, products, policies, government regulations, etc?) PLEASE BE SPECIFIC.
3. What is the primary product or service you offer?
4. What is your target market and who are your primary and secondary customers? (Please name at least 3.)
5. Who is your competition (if any)? Please provide several examples and rank order.
  - a. Fighter Pilots "*Fly to Our Strengths*" and exploit our competitor's weaknesses. How do you differentiate yourself from them? In what way(s) are you more or less capable than them (proprietary technology, customer service, etc.)? How are you/they changing? (*try to give a few specific examples, and not just generalities*)
6. What are the two most important benefits you offer to your customers, partners, or association members that differentiate you from the competition?
7. Preparation is the key to building trust in business. Fighter pilots gather intelligence, study the threat, develop tactics and contingency plan before each mission. What do your attendees do to prepare for their business missions?

8. What 'assets' do your managers and salespersons employ in their daily operations (technology, human assets, information/intelligence, etc.?)
  - a. Are any of these assets extremely valuable and crucial to accomplishing your mission/job? Do you have training on them?
  - b. Briefly describe the impact technology has on your business operations? Please give several examples of technology and how it is used by your organization (CRM tools, unique software applications, etc.)
9. If there is one thing every fighter pilot needs in order to win, it is courage. Fear is a serious enemy of success, and we often need courage to overcome our fears.
  - a. Please give an example of common fearful situations that the members of your organization commonly face (i.e. cold calls, giving presentations, failure to meet a deadline or budgetary limitation, letting down co-workers, rejection, etc.)
10. In order of priority, please give 1-3 immediate (< one year) or short-term management or sales objectives for your organization?
11. Fighter pilots are useless without 'wingmen', men and women who support the mission in the air and on the ground (i.e. tanker pilots, intelligence, maintenance, etc.)
  - a. Who are the wingmen at your organization that are crucial in successfully completing their particular missions? (i.e. tech support, sales, customer service, designers, administration, etc.). Please provide at least 4 examples.
  - b. Please give an example or two of how these 'wingmen' support each other to accomplish various job responsibilities.
12. When your people depart from this presentation, what ONE thing do you want to be uppermost in their minds?
13. Are there any additional key topics that you think I should discuss or avoid?
14. Why did you choose Waldo the Wingman for your event?
15. Is there anything further you requires from the speaker at this point?

If there are any changes in the agenda or subject matter, please advise us as soon as possible.

Thank you for your time and cooperation.

Please return this form to: [Admin@yourwingman.com](mailto:Admin@yourwingman.com)