

Cyndi Williams Innovation Expert Session Quiz Questions

1. During their planning meeting, Cyndi's team created client avatars. Which of the following is an avatar her team identified?
 - a. **Aspiring travel agent.**
 - b. Student in college that loves to travel.
 - c. Young parent looking to make some extra money.
 - d. New marketing professional specializing in travel.
2. How many products did Wanderlust Campus have before their strategic planning meeting?
 - a. 3
 - b. 4
 - c. 11
 - d. **1**
3. True or false. Cyndi wanted to have her team meet in person to discuss their stretch goals.
 - a. **True**
 - b. False
4. What are the problems Cyndi identified that travel agents were experiencing?
 - a. **Agents felt unsupported, lacked education, didn't have the necessary skills, and unprepared to be successful.**
 - b. Agents didn't know how to use social media, set up Google Ads, or use email software.
 - c. Agents had a hard time finding new customers and tracking their sales pipeline.
 - d. Agents knew how to promote their services but needed better business management skills.
5. What thought inspired Cyndi to share the knowledge she'd gained over the years with people that could be viewed as competitors?
 - a. The need for information crosses all borders.
 - b. Learn and be curious.
 - c. We celebrate differences.
 - d. **There's enough abundance for all of us.**
6. What question did Cyndi and her staff consider when trying to create a product for agency owners?
 - a. How much money do we want to make?
 - b. **What's a big struggle an agency owner has?**
 - c. How many agency owners do we know?
 - d. What do we think agency owners need to know?
7. How many products did Wanderlust Campus create as a result of their strategic planning meeting?
 - a. 3
 - b. **5**
 - c. 8
 - d. 11

8. How did Cyndi and her team prioritize what they would work on?
 - a. They considered the question, "What do our clients need most?"
 - b. They compared the different revenue potentials of several ideas and chose the one with the highest revenue potential.
 - c. They considered the bandwidth of their current team and worked on projects that fit into their available bandwidth.
 - d. They looked at which project would be the most fun to complete and worked on it first.
9. True or false. When Cyndi's team started selling slots for their Wanderlust CEO class, all the teaching materials were completely finalized.
 - a. True
 - b. False
10. What is Cyndi's main goal when launching a new product?
 - a. Meet a specific revenue goal
 - b. Get 100% enrollment in their offered classes
 - c. Ensure the product is launched right.
 - d. All the above