

Cyndi Williams Strategy Implementation Expert Session Quiz Questions

1. What does Cyndi's team do to help them better grasp the scope of a big goal?
 - a. They define what subprojects and subtasks need to be completed to achieve the goal.
 - b. They hire a consultant to have someone outside the company help them break down the goal.
 - c. They usually focus on defining the goal itself and less on what it will take to achieve it.
 - d. They define basic parameters and then start working towards the goal.
2. True or false: The demand for what Cyndi offered was low so growth was slow at first.
 - a. True
 - b. False
3. Why did Cyndi decide to hire an Operational Manager?
 - a. She was tired of doing specific tasks and wanted someone else to do them.
 - b. The last manager left to start their own company.
 - c. She wanted to ensure the company continued to do a phenomenal job delivering on what they promised to their clients.
 - d. She wanted to spend more time with her family.
4. True or false: Cyndi focuses on other important tasks and is no longer involved in writing curriculum.
 - a. True
 - b. False
5. What does Cyndi's team consider when creating budgets?
 - a. How much is appropriate to charge for a product?
 - b. How many products would they need to sell in order to cover their costs?
 - c. All the above
 - d. What will the industry look like 15 years in the future?
6. How does Cyndi's team decide how much they will charge for one of their classes (products)?
 - a. They start at the end and work backward by considering how many students they need a year to be successful.
 - b. They factor in the inflation rate and then charge 20% more than the amount it costs their company to provide the product.
 - c. Every new product they launch costs 10% more than the last one launched.
 - d. They always charge 5% less than competitors charge for similar products.
7. True or false: Cyndi needs her team to be in the office to perform their work.
 - a. True
 - b. False
8. One of the things Cyndi teaches her employees is...
 - a. If you work hard you can play hard.
 - b. You can build your business around your life.
 - c. Working and traveling offers you so much personal fulfillment.

- d. Always have a set workspace.
9. What does Cyndi's company offer to students that complete their Mastermind Program?
- a. A little suitcase with items in it.
 - b. A free coaching session with Cyndi.
 - c. A t-shirt and sweater.
 - d. \$300 flight voucher for a trip.
10. What reward did Cyndi recently offer her staff when they were on a cruise together?
- a. Free ziplining at one of the cruise ship stops.
 - b. Company t-shirts unique to that outing.
 - c. A Chef's Table dining experience that included an eight-course meal.
 - d. Tickets to a destination of their choice.