



ANTON GUNN

# Speaker Interview Question Guide

*Ask These 10 Questions Before You Book Your Next Keynote Speaker*

## **Why This Guide Matters:**

A decent stage presence means nothing if the message doesn't move your people. These 10 questions help you choose a speaker who delivers *real* impact, not just courteous applause.

## **Strategic Fit**

### **1. How do you tailor your keynote to our audience and goals?**

Look for: Curiosity about your organization, examples of customization, and a collaborative tone.

### **2. What's the biggest shift we should expect after your talk?**

Look for: Specific outcomes—mindset, behavior, leadership engagement—not vague inspiration.

### **3. How do you ensure your message resonates across diverse roles or backgrounds?**

Look for: Awareness of cultural dynamics, inclusive language, and personal adaptability.

## **Content Depth**

## **4. What lived experience do you draw from in your message?**

Look for: Credibility, vulnerability, and alignment with leadership or mission-driven work.

## **5. Can you share a story of a keynote that created visible change afterward?**

Look for: Measurable shifts in behavior, policy, morale, or leadership culture.

## **6. How do you balance inspiration with practical takeaways?**

Look for: Clear calls to action, tools, or frameworks attendees can immediately use.

### **Post-Event Support**

## **7. Do you provide any resources or follow-up to extend the keynote's impact?**

Look for: Books, Workbooks, video courses, post-keynote calls, or related workshops.

## **8. How do you handle sensitive topics like politics, leadership scandals, or DEI?**

Look for honesty, clarity, and emotional intelligence, rather than avoidance.

### **Red Flags to Watch For**

- “I give the same talk everywhere—it just works.”
- “We’ll figure out the details when I get there.”
- “I prefer not to address anything sensitive or controversial.”
- “I need bottled water at 68.4 degrees, and I only want green M&Ms in my room.”

### **Bonus Tip**

#### **Ask this last: “What does a successful keynote look like to you?”**

This gives insight into their values, intentions, and whether their version of success aligns with yours.



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Ready to book a keynote speaker who checks every box? Let’s talk: [Book Anton](#)