

Who do you know???

Seeking *your* clients for our December Panel: ***Building Customer Empathy - OD from the “Other” Side***

DO YOU KNOW A POTENTIALLY AMAZING PANELIST?

Do you have a client (past or current) that could make **an amazing panelist** for our GOOD members?

A **former skeptic**? Somebody **proud** of their organization? A great **story teller**? Somebody **courageous**?

What makes an amazing panelist? Here are some considerations.

- Somebody who **used to be a skeptic** of OD and its benefits, but was influenced through great work or a great pitch
- Somebody who is **proud to share their story** (maybe to brag about the positive impact of OD on their business....and how smart they are as a leader to engage an OD practitioner)
- Somebody who is a **great story-teller**, and who can share an energetic ...
 - The essence of their *interactions* with an OD practitioner
 - A powerful story about the *impact* of OD on their organization
 - or who can tell a story about how they *convinced others* in their organization to pay attention to OD
- Somebody who is **courageous** enough to tell a room full of practitioners how they can best articulate their work, and who isn't afraid to say "difficult" things
- Somebody who is available to join us at Goodwill on December 1, 2017 from 8:15 am to 12:30pm

We want clients of both internal and external OD practitioners, from large organizations and small, direct leaders of the business units (not just HR).

If you think you know somebody that fits even *some* of these criteria, who is willing to be interviewed in consideration for the panel, [please submit their information here](#).

SO WHY SHOULD THEY BOTHER DOING THIS? WHAT IS IN IT FOR THEM?

- **Free Advertising!**
 - They can do a super-brief plug/description of their company
- **Free Consulting!**
 - Each panelist will be asked to bring a hot topic/problem/challenge they are currently dealing with, and will have the opportunity for real-time free advising, consulting and coaching from our members in the second half of our session
- **Learn from Peers!**
 - They will be able to make contacts with the other leaders who are on the panel – with whom they may share some important core values
- **Build your Network!**
 - They can learn things from their fellow panelists, can learn from the questions that come up in the room