

## SUGGESTED INTERVIEW QUESTIONS

SCOTT MCKAIN

*Use any or all. These are designed to surface Scott's strongest material.*

### ON BEYOND DISTINCTION

1. Your new book is called *Beyond Distinction*. You've spent your career teaching organizations how to stand out. What made you realize that standing out isn't enough anymore?
2. You write that the distance between distinction and irrelevance has never been shorter. What's driving that compression, and what does it mean for leaders right now?
3. A lot of people are talking about AI transforming business. But you're making a different argument — that the real threat isn't AI itself, it's irrelevance. Can you unpack that?
4. You make a distinction between “standing out” and “standing for.” What's the difference, and why does it matter so much in this moment?
5. What's the most common mistake you see organizations making right now as they try to navigate this transformation?

### ON THE BROADER BODY OF WORK

6. You grew up working in your family's grocery store in a small Indiana town. How did that experience shape everything you've built since?
7. You've delivered more than two thousand presentations and worked inside some of the world's most respected organizations. What's the pattern you see in the ones that actually achieve lasting distinction versus the ones that flame out?
8. You've written about the Ultimate Customer Experience®. In a world where AI can personalize everything, what role does authentic human connection still play in creating loyalty?
9. You've been inducted into both the Professional Speakers Hall of Fame and the Sales and Marketing Hall of Fame, and you've received the Cavett Award. For someone who teaches distinction, how do you think about what made your own career distinctive?
10. What's one thing a leader listening right now could do this week to start moving their organization beyond distinction?

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Audience links for show notes: [scottmckain.com](http://scottmckain.com) | [BeyondDistinction.ai](http://BeyondDistinction.ai)