For the CEO :--

1. What teams in the organization do you feel are most engaged? And why?
2. How important is employee’s energy levels to the success of the organization?
3. How do you listen to your employees?
4. What keeps employees happy in your opinion?

For the CMO :--

1. What’s about your marketing dashboard and which KPI’s do you track?
2. How do you approach for branding of a company and its products and services?
3. What do you consider the biggest challenges for a CMO these days?
4. What pricing frameworks do you prefer to use?