

## **Suggested Questions for Bill Roedy, author of**

### **WHAT MAKES BUSINESS ROCK**

1. Your motto at MTV was “break all the rules,” that seems contradictory to your military background. Can you explain?
2. What most did you love about your time at MTV International and why?
3. What kinds of embarrassing but not costly mistakes did you make?
4. Were you a proponent of not being the smartest guy in the room philosophy?
5. Were you surprised by the life lessons you learned from the celebrities and world leaders you met? Can you give some examples?
6. Did you see your role as trying to get celebrities involved in the causes you supported?
7. Many of the choices you made were controversial, going against the traditional conservative business model. How did you weather that?
8. Who was the most influential person you met along the way?
9. What do you think about MTV now and shows like “Jersey Shore”?
10. Your kids are fairly young; at what age do you let them watch MTV?
11. If someone came to you and asked about going global, what would your advice be?
12. Tell me about your dust-up with the Pope.
13. What do you think about what’s happening with Facebook and Twitter and how social media is contributing to what’s going on around the world, for example Egypt?
14. Are there any celebrities or world leaders you didn’t hit it off with in your career?
15. What issues do you feel like you’ve been able to connect to young kids on and has this differed country to country?
16. When did you step down from MTV and what are you doing now?
17. What are some leadership and business lessons in the book?
18. What do you hope people will get out of this book?