

Strategic Q & A Tip Card Sheet

STRATEGIC Q & A



To be successful at Q&A you must know your objective

Step # 1 - Profile Your Audience

- Social Style (Amiable, Analytical, Driving or Expressive)
- Knowledge about the subject
- Point of view regarding subject
- Interests regarding subject

Step # 2 – Develop Your Key Messages

- a) What are three key messages you need to get across to achieve your objective?
- b) What are supporting examples or stories for each key message?
- c) What is different or interesting about your message?
- d) What are some compelling “sound bites?”

Step # 3 – Brainstorm Possible Questions

- a) Write down all the topic areas in which you are likely to get a question.
- b) Then for each topic area, write down the questions you are likely to be asked
- c) Come up with your answers for each question

Good responses:

- Find ways to link your answers back to your key messages
- Show solutions in your response
- Link to their interests in your response
- Add stories and examples

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Step # 4 – Manage Your Questions

Simple /Direct Question

Example: What is a key advantage of your product/service?

Be Succinct – Don't Over Answer

“There are countless advantages of our product. But if I had to select one that provides the greatest impact it would be...”

Unclear Question

Have question **restated** (not repeated)

You're Unsure How to Answer

Buy yourself some time and ask one of these probing questions:

Can you clarify...?

Can you define....?

Can you give me an example...?

Multiple Unrelated Questions

Answer one of the questions and say,

“What was your second question?”

Complicated Answer

THINK 3 – Bucket long lists of content into three parts/groups. Or pick just three items of a group to discuss or share.

Challenging Question

1. Identify the Key Word(s) – the essence of the question
2. Ignore any “charged” words (words that make you become emotional and defensive)
3. Rework the question by paraphrasing it to yourself using:
 - Who? ▪ How? ▪ Do?
 - Why? ▪ What? ▪ Can?
 - When?

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