

PARTICIPANT WORKBOOK



Use this for Week Two

DESIGN & DELIVER PRESENTATIONS



Engaging Your Audience
&
Managing Questions

T A B L E O F C O N T E N T S

ENGAGING YOUR AUDIENCE

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BEFORE YOUR PRESENTATION

- Assess your audience needs and interests
- Create a communication outline
- Conduct efficient registration & checkin
- Introduce yourself to audience members
- Use chat with mood, location or trivia question

DURING YOUR PRESENTATION

- Start & end on time
- Deliver memorized, audience focused opener that positions main theme
- Present key ideas ordered for impact
- Use appropriate visuals - videos, images, charts
- Smile, tell stories & ask questions
- Respond succinctly to audience questions
- Summarize key ideas in concise close with CTA

AFTER YOUR PRESENTATION

- Be available for questions and conversations
- Complete satisfaction survey
- Send followup to attendees - call, text or email.
- Send followup to registrants who did not attend
- Write thank you notes

SPECIFIC ENGAGEMENT IDEAS

- Use props and demonstrations
- Use gestures & facial expressions (silent movies)
- Vary pitch, pace and volume
- Walk to different positions in the room
- Move into and about the audience
- Ask 2 & 1 show of hands questions
- Look at every audience member - 2-5 seconds
- Vary your delivery - lecture, story, video, slide, questions, activity ... mix it up every 5-7 minutes
- Create partner or group activities (breakouts)
- Minimize slides and bullets
- Conduct polls and quizzes ([mentimeter.com](https://www.mentimeter.com))
- Provide handouts
- Hold prize drawings (<https://www.wheelofnames.com/>)
- Signal in advance someone's participation
- Refer to audience members when making points
- Involve audience in responding to questions

YOUR ROLE

Managing questions is not about having an answer, it's about having a response. How the audience sees you when responding to questions is connected to how you see your role.

If you believe your role is about having the right answer, you'll find yourself in a right vs wrong, know vs don't know box. If you don't know or you're not sure you're right, you'll struggle.

If you believe your role is to provide an effective response, you will manage questions with greater confidence and ease.

Instead of needing to be seen as the Expert who knows it all, consider being seen as a Guide who's there to help. This can reduce defensiveness, anxiety and sounding like a "know it all" (even if you do).

THE BASICS

- Set the rules early
- Relax, breathe and listen
- Understand before responding
- Clarify, confirm & restate
- Respond, confirm and move on

WHEN TO SOLICIT QUESTIONS

- Anytime
- After each key point
- When you see confusion
- After presentation and before close

GET THE BALL ROLLING

- "I saw lots of note taking. What questions do you have about what we've just covered?"
- Start with a positive question and prepared response
- Refer to audience member who you've previously spoken with about their question
- Use 3x5 cards or chat

5 TYPES OF QUESTIONS

- Extra info
- Clarification & confirmation
- Affirmation and attention
- Challenging and loaded
- Hidden agenda

WHEN YOU DON'T KNOW THE ANSWER

Ask The Audience

"I don't know the answer but I wonder who else in the audience might."

Offer A Thought

"I don't know but I'll find out for you. In the meantime I have a thought on the issue."

Commit To Respond

"I don't know so I'll find out. If you give me your contact info I'll get back to you by Thursday."

Defer To Team

"Thank you for the question. Let me involve (name), one of my team members." (Summarize question then hand off to team mate)

LANGUAGE THAT WORKS

UNIVERSAL

- Tell me more
- I hear what you're saying
- I get it
- Makes sense

CHALLENGING/LOADED/HIDDEN AGENDA

- We might have to call the bomb squad - that's a loaded question.
- That's fair.
- You could be, probably or you're right.
- Sounds like what you're asking is... (reframe)
- I appreciate your position.
 - I see it differently...
 - The truth is...
 - What we've found...
 - The latest studies or research show...
- Who else shares this concern/sees it that way?
- Let's talk later if you'd like.

OFF TOPIC/COVERED LATER

- Here's a down payment on that... Let me address the rest with you after the presentation.
- Signal when it will be covered. Refer back to person when you get to that content.

MY WORKSHOP PLANNER

▶ INSIGHTS ABOUT MYSELF

▶ ACTIONS I CAN TAKE

▶ PREP