



The ECHO™ – Your Weekly Presentation Tip

February 13, 2008

"Your Audience's Shoes"

Your audience is dressed just fine for your presentation, and there's nothing wrong with the shoes they're wearing - sensible or otherwise. But they undoubtedly have questions about your subject. Put yourself in your audience's shoes when you prepare for their questions during Q&A. As you organize and practice your presentation, anticipate questions you think your audience may ask. Write them down the way you think they may be asked. Then write and practice your answers.

By anticipating questions and practicing your answers, you'll be under less stress when questions come flying at you during Q&A.

When you put yourself in your audience's shoes and anticipate their questions, you make Q&A the exclamation point at the end of your effective presentation.

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