



The ECHO™ — Your Weekly Presentation Tip

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Whose Conference Is It, Anyway?

Members of one business unit of a large corporation were on a conference call. They were located geographically in three different cities. They could only see the colleagues in their own conference room. As one person blabbed on and on over the speakerphone from one of the remote locations, the president of the business leaned over to another executive and said, "I didn't realize this was a filibuster." The poor blabber in another city had no idea of the damage he was doing to his credibility, and possibly his career.

When you're on a conference call:

- Do speak up if you have value to add.
- Keep your contribution short and to the point.
- Identify yourself before you speak so you're not a voice coming from the void.
- Make sure you're adding value to the subject being discussed.
- Ask for others' thoughts, or stop talking and give others a chance to contribute.

After all, it is a **conference** call.

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