



The ECHO™ — Your Weekly Presentation Tip

May 7, 2008

A Penny for Your Thoughts

People are sometimes asked, "A penny for your thoughts." This age-old question is often answered with a half-hearted, "Oh, nothing, really."

But you do have thoughts about what's going on in your business, and you do have value to add. Next time you're asked about your thoughts on a topic, jump at the opportunity to organize those thoughts and contribute value to the conversation in a concise, logical order:

- Start your response with, "I was thinking about (the topic)."
- Then give your point of view: "The way I see it is..."
- Add a short example or personal experience as evidence to support your point of view.
- Finally, restate your point of view.

With practice, you should be able to add concise value in 90 seconds or less.

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