



The ECHO™ — Your Weekly Presentation Tip

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Build in Questions as You Go

A common mistake presenters make is to ask the audience to hold all questions until the end of their presentation. A better idea is to build short "Q and A" opportunities into presentations as you go. The advantages are:

- You appear more confident.
- The audience is not so distracted by the question they want to ask that they're unable to hear the rest of your presentation.
- On a Web meeting or teleconference, it will keep people engaged and less likely to get lost in their e- mail.

Don't worry about the audience getting ahead of you; you have the right to say you'll get to that point next and use that as your cue to move on.

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