



The ECHO™ — Your Weekly Presentation Tip

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Answering Questions - Where to Look

The presenter is asked a question. She looks at the questioner and gives the entire answer to that person. Because the questioner got all the eye contact, he asks a follow-up question. Again, he gets the whole answer, so he asks another question, and another, and another. What about everyone else? They tune out.

Keep everyone involved in your Q&A session. Give part of your answer to the questioner. That's courtesy. Also include other members of your audience, and give part of your answer to other individuals, one at a time. Look at someone other than the questioner as you end your answer.

You'll involve everyone in your Q&A session. You'll get better questions from your audience because they're engaged, and you'll help everyone in your audience get your message.

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