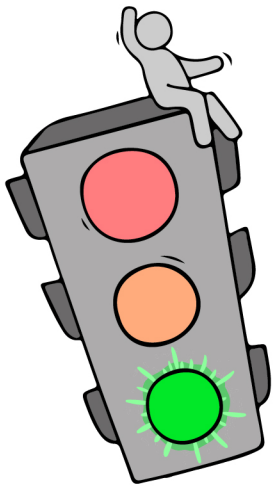


# MAKING SURE YOU GET QUESTIONS IN A Q&A



## DON'T AMBUSH THE AUDIENCE

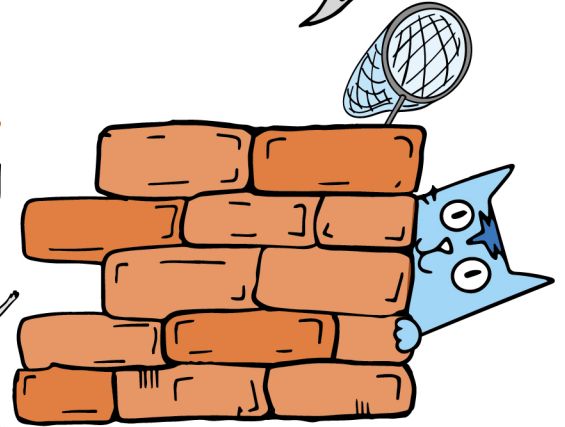
Don't ambush your audience by asking for questions with no warning. People need time to prepare.



### STEP 1

## ADVANCE WARNING

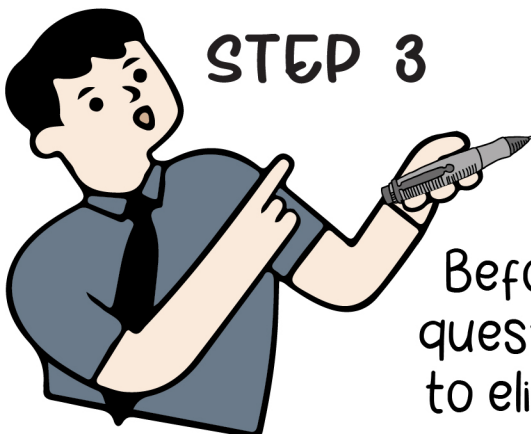
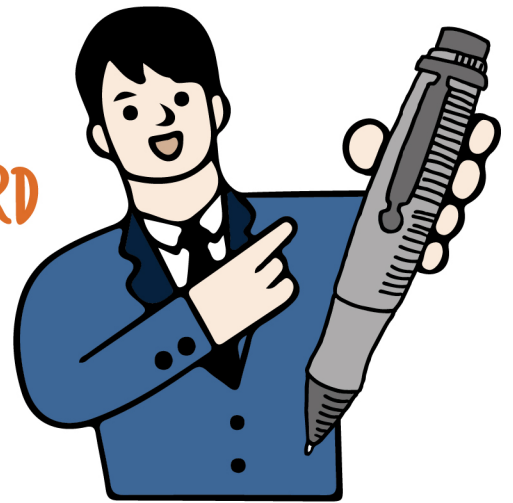
Tell people how long you will be speaking for and how much time has been set aside for questions. – do this early in your remarks.



### STEP 2

## THE PEN IS MIGHTIER THAN THE WORD

Early in your presentation say clearly "Pick up a pen and write down your questions." Watch as some people pick up their own pens.



### STEP 3



Before your final slide remind people that questions will be invited shortly. This will help to eliminate the awkward silence when you ask "Any questions?"