

A

VIEW

Mark says that a Q&A session gives you a chance to have a conversation with your audience, to address their specific needs and concerns in a more personal way.

B

VIEW 2

QUESTION TYPE	DEFINITION	BEST RESPONSE
<i>Good</i>	<i>Worth asking and one you can answer!</i>	1 Make the <i>most</i> of it 2 answer it <i>fully</i>
<i>Bad</i>	1 <i>Can't</i> answer	1 admit you don't <i>know</i> 2 offer to <i>find</i> out 3 Ask the <i>audience</i> 4 Ask the <i>questioner</i>
	2 Would <i>prefer</i> not to answer	1 explain <i>why</i> you can't answer 2 <i>Move</i> on
<i>Ugly</i>	1 <i>Vague</i> and <i>unclear</i>	<i>Clarify</i> before responding
	2 Already <i>answered</i> or <i>unconnected</i> with your talk	Deal with these <i>swiftly</i> and <i>politely</i>
	3 <i>Several</i> questions at once	1 Deal with these <i>separately</i> 2 Identify the most <i>important</i> question

REFLECT

In some cultures admitting you don't know the answer to a question (even if there's really no reason why you should) can affect your audience's impression of you. Be careful to protect your credibility and reputation.

C

VIEW

	GOOD	BAD (can't answer)	BAD (won't answer)	UGLY (unclear)	UGLY (already answered)	UGLY (multiple)
Question 1:	☐	☐	☐	☐	☒	☐
Question 2:	☒	☐	☐	☐	☐	☐
Question 3:	☐	☐	☐	☒	☐	☐
Question 4:	☐	☐	☐	☐	☐	☒
Question 5:	☒	☐	☐	☐	☐	☐
Question 6:	☒	☐	☐	☐	☐	☐
Question 7:	☒	☐	☐	☐	☐	☐
Question 8:	☒	☐	☐	☐	☐	☐
Question 9:	☐	☐	☒	☐	☐	☐

D

RECALL

Only let hostile questioners ask *one* follow-up question. Don't get into a debate with them!

VIEW 3

Don't finish with the Q&A session, because then you're handing over responsibility for the all-important close to your audience. So unless you can make your last answer an effective close, always have a separate close that you deliver after the Q&A session.