

look at the ways you can involve your audience by making them an active part of your speech.

### *Ask Questions*

Asking your audience questions and inviting them to respond is one of the best ways to:

- Personalize and customize your speech;
- Find out how they feel and what they know about your subject;
- Show them that they matter to you;
- Accelerate the pace and energy of your presentation.

You know how we all like to take those mini pop-quizzes in the magazines to find out how we rate? Your audience loves the sense of activity and is curious about its shared concerns and common attitudes, even divergences of opinion.

*One more note:* You actually get some useful information from your audience that you can use as catalysts or reference points in your speech!

### *Group questioning*

Design your questions to be as inclusive as possible at the beginning. "Who in this room has ever. . . ?" can cause only some people to raise their hands if the question is too narrow and limited.

Start with a big win by asking a question sure to get a big yes or no or laugh of recognition. After you ask it, tell them to raise their hands, showing what you mean by raising yours. Keep the ball rolling by asking two more. Once they get the feeling, they like doing it, and you've opened a sense of dialogue and shared power as you cede them a piece of your one-way platform.

### *Follow-up*

Pursue it further by getting into the answers a little deeper. Point to one or another of the answerers and ask, "Why do you think that is?" or, "When did that start?" By making personal contact with some surrogate members, you make deeper contact with your whole audience. Caution: Choose well by looking for an obviously responsive type. Otherwise it could be threatening, especially to a shy person.