

chance to explain again and actually accomplish your goal than let them leave unconvinced and misunderstanding you?

#### *A Chance to Add*

You can only talk for so long before you begin to lose your audience. Questions become a great springboard for you to continue to give your speech in a more interesting and dynamic way. Asking questions and your answering them makes the audience feel more connected and involved in what you say. Rhythmically and dynamically a Ping-Pong match served by various players is more interesting than a one-way speech.

#### *Ensures Relevance*

You may have talked in abstract or general terms in order to set the scene or give the big picture. Questions from this specific audience tune you into their specific concerns. This makes your subject directly relevant to them. No guessing—they'll ask you what *they* need to know.

#### *Empowers the Audience*

By giving the audience permission to question you, you tell them it's their turn to hold the stage now. To take back some of the power they gave you when you received their attention.

#### *Shows Your Power*

Only a very secure person, in total control of the facts and the larger ramifications of his/her topic, would subject himself to being questioned indiscriminately, not knowing what the audience will ask. Your obvious comfort and "Go ahead, ask me anything" attitude are powerful messages.

#### *Uncovers Disagreement*

True, some of you may not want to do this, especially not publicly. However, not hearing disagreement doesn't mean it isn't there or that it will go away. It's better to unearth the pockets of discontent and find truly constructive, non-damaging ways to handle them rather than to adopt the ostrich approach. The positive end results are that you can usually dispel problems; you can find out what they are so you can work on them. Last but not least, you'll come away with a medal for bravery