

## Q&A Checklist

Plan for a smooth transition to the Q&A section of your presentation.

If no one asks a question right away, be patient, embrace the silence, and consider an open-ended question referring to a specific person in the room; for example “Jane, how do you see this information relate to your area?”

Anticipate possible questions and be prepared to answer them (prepare additional Q&A slide decks, possibly hyperlinked).

Convey the feeling that you welcome questions. Smile, look relaxed.

Listen to the entire question.

After the question is asked, pause to think about your answer.

Give your answer to the whole audience, not only the person who asked.

If you don’t understand the question, ask for clarification.

Repeat the question if you’re not sure everyone in the room heard it.

If you don’t have the answer, acknowledge that you’re stumped, ask for audience ideas, or promise to get back with the person with an answer (and follow through).

If the question is off-topic, say, “That may be too specific for the entire group—let’s discuss this after the presentation.”

Reinforce your main points when possible.

Stay with the question until you know you’ve answered it fully. Say, “Did that answer your question?”

If time is tight, it’s your responsibility to manage it. It’s ok to say, “We have time for one more question.”

If the timing works and the audience does not close for you with applause or praise, end the Q&A with appreciation and a sentence or two that gives a sense of closure—control/own the close.