

CREATING INTERACTION | WORKSHEET

Why is it important to me to create interaction?

TECHNIQUE 1: ASK “YES” QUESTIONS

A good question is completely clear in just one hearing, and elicits a response: a nod, a smile, a look of recognition, a lean in, an Mmm. (What I call the Baptist church moment, “MMM.”)

Questions I might use:

TECHNIQUE 2: TOUCHSTONE QUESTIONS

What were your hopes, pains, fears and goals when you were most like this audience, whether at a similar age or a similar level of expertise in this subject?

Questions I might use:

TECHNIQUE 3: MAKE THEM THE HERO

Simply decide ahead of time that whatever they answer, you are on their side. Set them up to teach us, or find a positive reframe, or shine a light on their courage to speak up in front of a roomful of people.

What I might say after they answer:
