

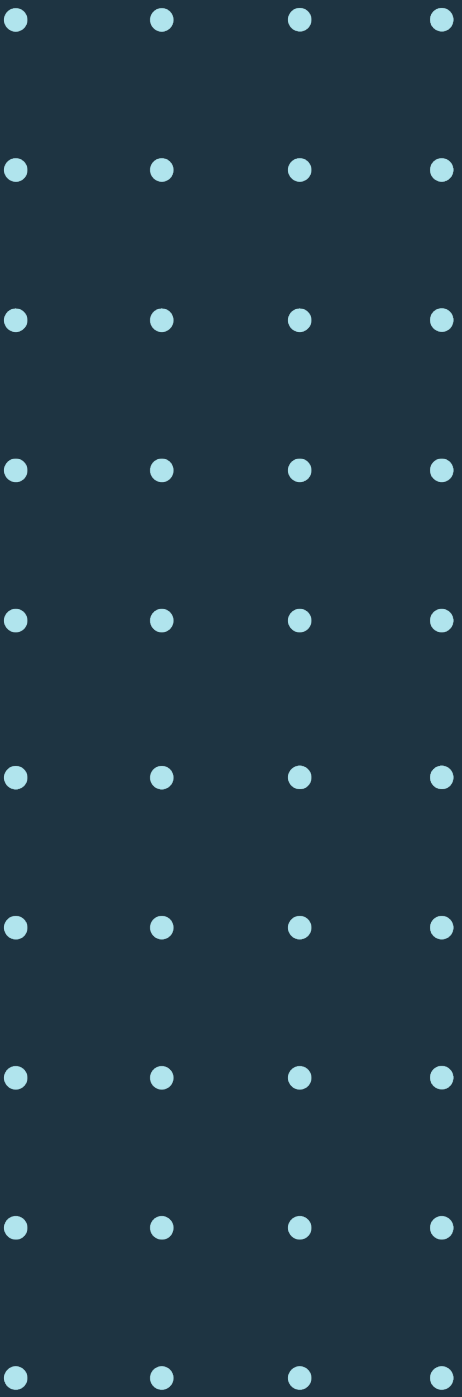
Answer the Damn Question

The ABCs of Effectively Answering Questions



Presented by:

**CADENCE
LEADERSHIP +
COMMUNICATION**



Participation Fundamentals

- + Please have your camera on and stay on mute if you aren't speaking.
- + Raise hand if you wish to speak. Chat function is open and being monitored.
- + Participation encouraged.
- + Include your first & last name and pronouns in your Zoom name.
- + Be respectful of others.
- + Avoid multitasking.

***If you have a disability that we should be aware of or any special requests, please Direct Message one of our coaches.**

The Question

Explain your way down
the funnel.

Using story, stats, data
and background
information to get to
your answer

The Answer

Getting lost in the funnel...



Why don't people answer the damn question?



Common Reasons:

- They worry about how the answer will be received.
- They use techniques like “softening” or “piling” to create a cushion.
- They are external processors: they are thinking out loud.
- They weren't paying attention and didn't hear the original question.



Why don't people answer the damn question?



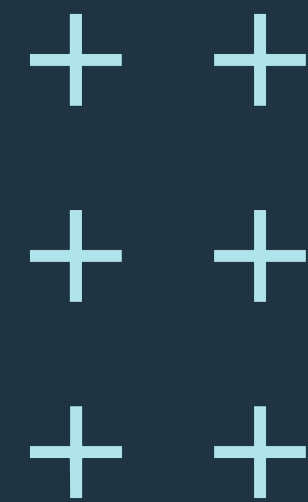
What happens when we funnel:

- Piling
- Dilute Attention - People focus on whatever they want (First? Last? Middle? Lunch?)
- Incorrect Assumptions and Conclusions
- Lose of Executive Presence
- We Make Ourselves Dismissible
- Risk Creating Attention on the Messenger VS the Message



Gone in 60 Seconds

Getting & Holding Attention



Research from the field of Neuroscience teaches us that our brains automatically reset themselves every 30-60 seconds.

People's attention is finite.

Attention is the currency of your leadership. Use it or lose it!

Use the **Traffic Light Principle** to set the tone and read your audience.



Traffic Light Principle

First 20 Seconds



Green Light

Your statement to is relevant to them and the topic.

Second 20 Seconds



Yellow Light

Risk of them losing interest increasing.

40 Second Mark



Red Light

Danger zone! They are losing focus.

The Answer

Answer the question
as quickly and clearly
as possible.

The Bridge

A short sentence that tells your
audience the answer is finished
and you're now moving into the
data, story or details.

The Content

Any relevant background
information that supports
your answer.

The Answer Pyramid



Guidelines for Your Answer



Guidelines

- Answer the question with your first sentence
- Short Answers are the best
 - Incredible: One sentence
 - Pretty Good: Two Sentences
 - Okay: Three Sentences
 - Needs Improvement:
More than three sentences

There is no such thing as a long answer!



Guidelines for Your Bridge

+ Guidelines

- Say what's coming next: reasoning, data, story
- Keep it short: No more than 10 words

+ Examples

- Because...

The reason I say that is...

- To explain this further...
- To get into the details...
- To tell you the story behind that...

To expand on my answer...

- Now, that's the answer. Let me get into the explanation (or context)...
- Non-verbal bridge



Guidelines for Your Context



Guidelines

Mindset Matters. Start with an open mind to increase influence

Gone in 60 Sec. Remember the traffic light principle

Less is More. Stick with sentences that are 22 words or less

Connect. Make sure your content is related to your answer

Avoid Piling. Don't boil the ocean with your response

Be Inclusive. Invite dialogue and diverse perspectives.

End with and open mind an open question:

- What questions do you have for me?
- What do you think?
- What are your thoughts?
- How do you see it?
- What's your take?



Breakout Room Instructions

+

In small groups, take turns answering the 5 questions below, one person at a time

+

Give each other feedback **ONLY** about verbiage and answer pyramid

+

Each person will have a chance to answer all 5 questions

Questions:

1. What growth points do you hope to develop over the next five years?
2. What is the thing about working with clients that you find most frustrating?
3. In the last year, what has been your biggest personal win?
4. What's a potential blind spot that you might have?
5. Who's been your biggest mentor or champion and why?

Group Discussion:



What were your key takeaways from the breakout groups?

***The chat is open – feel free to type your answer in the chat.**

What's NEXT?

Practice, Practice, Practice!



Rules of Three:

1. Write it Down
2. Say It Out Loud
3. Practice with Another Person or Video Yourself



Suggestions to Embed the ABC Method

Sunday Sessions: Write 10 questions you think you'll be asked that week

Time Block: 15 Min/Week on your calendar for the Rule of Three

Practice: In meetings

During casual conversations

Listen for the Answer Funnel and ABC Method

Catch & Correct: Learn to recognize when you deviate from the ABC's



Group Discussion:



What is one small thing you can change in the next week to apply these learnings?

***The chat is open – feel free to type your answer in the chat.**

START FINDING YOUR CADENCE

We're ready when you are.

Contact us to schedule an exploratory
call with one of our associates.



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 Cadence Leadership and Communication

 @CadenceLC



A woman with long dark hair and bangs is looking upwards with a hopeful expression. The background is a blurred city street at night, with light trails from cars and buildings. The entire image has a strong orange-red color cast.

GREATNESS AWAITS

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