Q & A PITFALLS

The Pitfalls

The Set Up

Either, Or

Irrelevance

Sandbag/Blindside

Empty Chair/Absent Expert

Revisionist History
or multiple question

Flip Flop

Oh, come on! Really?

What if?

Challenging Silence

No Comment!

"Off The Record"

Accusation/Negative

The Solution

- ☑ Politely dispel the premise, don't nod.
- ☑ "Neither...the issue is..."
- ☑ Dignify and bridge.
- ☑ Key word, mirror or bridge.
- ☑ I don't know, I'll get back to you, here's what I do know.
- ☑ Cherry pick, bridge.
- ☑ Show consistent goal.
- ☑ Turn up the energy. Reiterate and key word.
- ☑ Don't speculate. Tell them what you do know.
- ☑ Deliver another positive message, or smile and wait.
- ☑ Don't use. (Tell them why you can't.)
- ☑ Don't use.
- ☑ Don't repeat.

"Risk refers to the possibility of consequences involving mortality, morbidity, or injury to members of the public." (**Derby, S.L. and Keeney, R.L.,** 1981)

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