

Speak like an Executive



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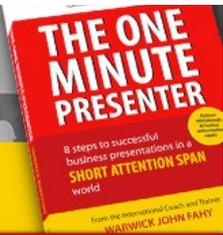
"I help ambitious senior finance executives switch from technical expert to effective executive"

Answering questions during conference calls



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Handling questions in meetings and conference calls can be a challenge. Not only do you need to think quickly, but you also are expected to deliver a concise and clear answer. Many senior executives, despite frequent calls, still struggle with this aspect of executive speaking. Conference calls are especially challenging as the lack of visual cues makes it harder to read the intention of the other party.

Challenges with communicating via conference call

- Often held at unsociable hours
- No visual cues
- More interference [bad lines, multi-tasking like checking emails]
- Harder to follow what each party is saying unless set-up and cues are used
- Conversations can side-track and run over-time
- One party talks for too long and loses interest of other parties or the other party cannot follow their answer
- It's harder to address complex issues unless checking techniques are used
- Two skills to master; Voice to project confidence, Structure for clarity.

Answering a question: The opening

- Use a set up to prepare the content (movie trailer versus the movie)
- Be precise
- Take a stand ie two points or three points
- Pause before you answer [rather than saying 'well, errr']
- Use vocal energy [emphasis, volume changes] to project your credibility
- The opening should be short and concise

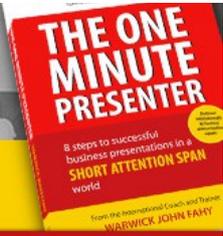
Format : The set up

- Signals to the questioner what's coming next [like a TV announcement]
- Respond to the question [eg "That's a good question"; "The rule is quite new and it is also complicated"]
- Pause
- Then overview the points you will cover in your answer

Sample replies

- *The rule is quite new and it is also complicated. There are two main changes. Change one and change two. Let's start with change one.*
- *The new regulation covers three areas: A, B and C. I will cover each of these areas in more detail now.*

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We help technical professionals communicate smarter with non-technical people.

About the Author

“Warwick helps C-level executives, working in multinational companies based in Greater China, who need to become more confident and effective in their spoken communications. Warwick helps the executive project a clear message allowing them to express their opinions powerfully and gain respect from senior managers even when under pressure.”

Warwick is the author of “The One Minute Presenter: 8 steps to successful business presentations in a short attention span world”.

Buy The One Minute Presenter here.

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