

# The 411 on Q&A: What Questions Do You Have for My Answers?



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**Program goal:** Control the flow of the conversation when you are on the hot seat responding to questions.

Whether you communicate with fellow employees, professional colleagues, reporters, prospective customers, your board of directors, or audiences of various sizes and stripes, there will come a time when you are confronted with challenging questions—questions delivered with an edge.

How can you keep your cool under fire yet still deliver your magnetic message? Communications thought leader Ed Barks answers that one in this interactive presentation. He demonstrates how to:

- Build a bridge from your inquisitor’s question to your message
- Plant a verbal flag that tells your questioner, “This is what I’m here to talk about”
- Offer a sneak peek that tempts your listener to ask questions you want to answer
- Deflect irrelevant, hostile, misdirected, proprietary, and speculative questions

“The 411 on Q&A” is a 30- to 60-minute keynote that includes participatory exercises and role plays. It can also be expanded to a half-day or full day seminar for more active learning.

Reserve Ed Barks to speak at your next meeting by contacting Ed directly at **(540) 955-0600** or **[ebarks@barkscomm.com](mailto:ebarks@barkscomm.com)**.

Take advantage of your **group discount purchasing power** to combine Ed’s presentation with a copy of his book, *The Truth About Public Speaking: The Three Keys to Great Presentations*, for each participant.