



# Best Practices for Controlling the Conversation

## Know Your Audience

- ✓ Consider the senior leader perspective:
  - ✓ Jam-packed schedule
  - ✓ Many high-stakes decisions
  - ✓ Little time to weigh options
- ✓ Interruptions are a way to get clarity on key points quicker

## Three Essential Tactics

- ✓ Set expectations
  - ✓ Say how you'll use the time
  - ✓ More likely to let you finish your main message
- ✓ Frontload your content
  - ✓ Start with recommendation
  - ✓ Use deductive communication
  - ✓ Point first – details second
- ✓ Be generous with Q&A
  - ✓ 50/50 rule minimum

## Manage Questions

- ✓ Think of them as speed bumps,
- ✓ Address the question briefly
- ✓ Offer to go deeper later when you have more time

## KEY TAKEAWAYS

- Separate Intent from Impact:
  - Interruptions aren't always meant to derail
  - Often, they are a sign of buy-in, not rejection
- Remember your mission:
  - Your job is to share information with them that will allow them to make the best business decision.
  - Don't let them keep you from delivering on that goal.

