

# 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)