Dialogue Techniques

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BRIDGING

To move from what the questioner wants to discuss to what YOU want to discuss.

- “I don’t know the answer to that specifically, but what I do know is…”
- “That used to be the focus. What has evolved is…”
- “No, let me explain…”
- “Yes, and in addition…”
“You’ll be excited to learn what our latest studies show.”

“There are several points that we find extremely important.”

“You’d probably be interested in some of our planned activities.”
“The most critical point to remember is…”

“I’ve talked about a lot of things today. It boils down to these three things…”

“Just follow these five tips…”

“What I want to be sure you understand here is…”
CORRECTING AN ERROR

Always correct errors, mistruths or mischaracterizations in a question.

- “That’s not true. Actually…”
- “That is not accurate. What is accurate is…”
- “There is some confusion. Let me clarify…”
- “That information is incorrect. I can tell you…”
Q: “Hasn’t your company been extremely slow to respond to data breaches?”

Wrong A: “Our company hasn’t been extremely slow in responding to breaches.”

Right A: “No, in fact our company has been on top of responses and we’re proud of…”

Never repeat a negative buzzword in a question. Focus on what you are doing, not what you aren’t doing.
THE PAUSE

- When you are done delivering your message, stop.
- Do not feel obligated to speak and fill empty space.
- Let the silence linger or ask, “Do you have another question?”