

# Ambushed in Public

A Communispond Mini Case

***Your CEO ambushes you during an important meeting with a question you haven't prepared for.***

***How should you respond?***

*(Circle single most appropriate answer)*

- A. Rather than risk making a fool of yourself, request time to research the topic and come up with an authoritative answer.
- B. Restate the issue in your own words, then confidently address it.
- C. Try and get some insight about where the question is coming from by asking your CEO why he or she is interested in your opinion.
- D. Defer on the issue to a more knowledgeable member at the meeting.



COMMUNISPOND™

*(Break seal and open to reveal Communispond solution)*



COMMUNISPOND™

# Ambushed in Public

Communispond Mini Case Solution

***Your CEO ambushes you during an important meeting with a question you haven't prepared for.***

***How should you respond?***

**B. Restate the issue in your own words, then confidently address it.**

- ▶ **Rationale:** Your CEO wouldn't ask you the question if he or she didn't feel you had something to contribute on the subject. So don't beg off by requesting a research hiatus and for sure don't hand this opportunity to make a good impression over to one of your peers.
- ▶ Restating the issue in your own words gives you time to gather your thoughts and refocus the issue so you now own it.
- ▶ A confident answer should be concise, supported with evidence, and capped off with a proposed plan of action.

---

Want to know more? Please complete and return the enclosed postage-paid reply card and we'll send you an executive summary from *"Talk Your Way to the Top"* by our founder and thought leader Kevin Daley. No charge or obligation, of course.

## About Communispond

Communispond is the resource of choice when there's a lot riding on how well you communicate in public.

Once limited to a leadership elite (we have personally served 62 board chairmen, 362 company presidents and 3100 sales executives) you may now tap Communispond for any population that must hold their own in high stakes communications situations, including:

- Sales forces battling to beat quota and increase market share
- Marketing departments launching new products and services
- Technical teams managing mission-critical projects
- Leaders instigating change

Not a "finishing school" for employees who didn't pay attention in grammar school, Communispond is applied learning that's less about talk, and more about action. We help your people express themselves in ways that inspire others to buy in and pitch in.

Today, after 30 years of research and field trials, Communispond offers a comprehensive suite of skills to help your key people excel in virtually every situation. Our clients include 312 of the Fortune 500 and Communispond "graduates" number more than 375,000 individuals representing hundreds of industry leaders all over the globe.