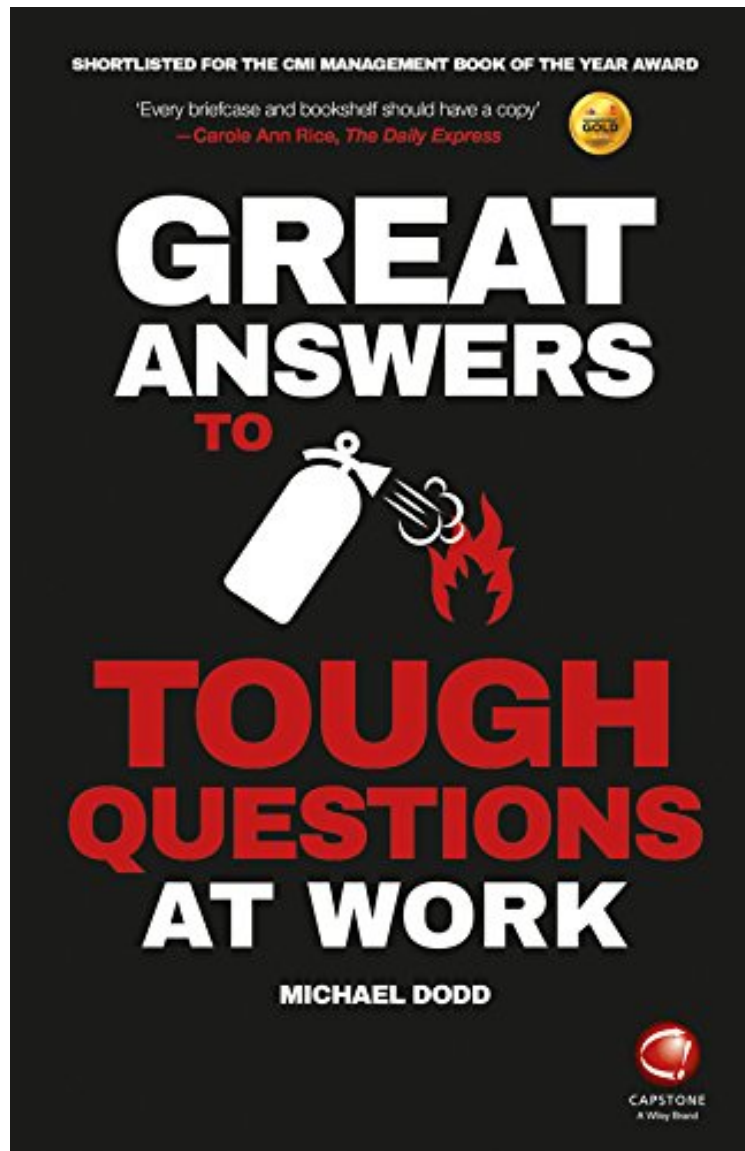


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Great Answers to Tough Questions at Work

Michael Dodd

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Michael Dodd : Great Answers to Tough Questions at Work before purchasing it in order to gauge whether or not it would be worth my time, and all praised Great Answers to Tough Questions at Work:

0 of 0 people found the following review helpful. It's a VALUABLE BOOK No one is better qualified than Michael Dodd to write this book By Cedric Pulford NO QUESTION: It's a VALUABLE BOOK No one is better qualified than Michael Dodd to write this book, Great Answers to Tough Questions at Work. From a solid base of broadcast journalism in his native Australia, Dodd became a foreign correspondent in Germany and Britain before turning to training in media development and public speaking skills. Now based in the UK, he has worked

around the world as a consultant to business leaders, government officials and their staffs. As a journalist Dodd specialized in the 'blowtorch question' – the full-on query that takes no prisoners. One of the strengths of the book is that because he knows the toughest ways a question can be put – whether by the boss, a client, a job recruiter, an audience member at a presentation or a journalist – he is ideally placed to show how best it can be answered. For example, it's not enough to simply answer a tough question: you have to offer something more. Take a soccer team: 'hellip; even if they defend perfectly, they won't actually win the game unless they get the ball into their opponent's net at least once 'hellip;' Dodd insists that giving great answers, either one to one or on public occasions, is a learnt skill. In other words, we all have the potential for it. Another helpful insight is the 'ladder of abstraction', developed from a concept of the American academic turned politician, S. I. Hayakawa – ranging from the specific to the general. Too specific and the speaker bores the listener with unwanted detail; too general and the listener can't get a handle on what the speaker wants to communicate. How many times have we seen speakers fall into one or other of these traps? The skillful speaker mixes and matches, moving up and down the ladder. When I worked with Mike I was almost literally blown away by his enthusiasm. Envious colleagues said that if they could bottle and sell that energy they would make a fortune. This same quality is very apparent in *Great Answers to Tough Questions at Work*, with its short, snappy sentences and pithy points. For my part, I'm often struck by how often a good answer is undermined by poor presentation. The latter is vital in answers to the boss and clients as well as media interviews and public talks – hence Dodd's strong chapter on body language. Tip: watch those hands and be careful where you put your eyes. Throughout the book scenarios are worked out in detail. The toughest questions of all concern when we have personally fouled up, or the company we represent has, causing loss of business or deaths. Here we bring into use one or other of Dodd's 'golden formulae'. The specimen answers sometimes seem a little long for the real world – I'm sure Dodd has the chutzpah to deliver them but I'm not sure about the rest of us – and are perhaps better seen as signposts for points to be made rather than as the shooting script. Whatever, great answers are based on preparation, preparation and preparation, a point that Dodd hammers home. Imagining himself in a time machine, preparation even allows him to sell digital music players to Stone Age cave dwellers. At first suspicious or even hostile, they are persuaded that 'music could get them in a better state of mind to be better and happier mammoth hunters'. It's refreshing that over and over again Dodd stresses that answers must be true. There are ways of putting the truth – in particular, moving quickly from weak to strong ground (in golden formula language, the 'bridgers' – but our lies and fibs are likely to find us out in the end. How many times have we seen official spokespersons 'categorically deny' something, only to be forced to admit the truth a couple of days later? This is the way to destroy our personal or our company's reputation! Anyone in a workplace environment will face tough questions sooner or later. Thanks to Michael Dodd's book, we can come up with great answers. Cedric Pulford is a retired journalist and media trainer. 0 of 0 people found the following review helpful. Simple strategies that really work. By Brian Underwood. Having attended Michael's entertaining and award-winning Media Skills training course in the past, I am pleased to say that the outstanding content of that course is at last available in book form as 'Great Answers to Tough Questions'. This book explains that if world leaders can train to improve their answers, then so can everyone else, and helps you learn how to get into the right positive mindset to deal with tough issues and give you useful material to inject into a conversation – whether it be a job interview or being grilled by the media. By boosting your answers, this book will not only help you come up with the best possible answers to the worst possible questions but will also enhance your effectiveness, your confidence and your reputation. Michael's course has won accolades the world over, and this book now brings that learning to a wider audience – I can very highly recommend it! 0 of 0 people found the following review helpful. Mandatory reading for everyone! By Luiz Paulo Ferrui. Dodd's book is a must for those that, every so often, have to face tough questions. In other words, everyone should read it! Whenever somebody is to face a situation that may bring about sensitive or unpleasant issues, in a press conference, in a business meeting or in a family reunion, he or she must be ready to deal with them. This book provides the tools. Fun, full of anecdotes and no non sense advices. It is, in a way, a "how to..." book. Yet, concepts are discussed with enough depth so that the reader can grasp the challenges of communicating with an audience sometimes invisible, sometimes hostile or even with second intentions. A book to be read now but also reread when the need arises.

SHORTLISTED FOR THE CMI MANAGEMENT BOOK OF THE YEAR AWARD The essential guide to turning tough questions into positive opportunities. Difficult questions can be thrown at you from your first job interview through to challenges you get when you've made it to the top. If you find yourself on the firing line on a regular or occasional basis this is the perfect go-to guide to help you turn tough questions into positive opportunities. *Great Answers to Tough Questions at Work* promotes a confident 'win-win-win' mindset for questioner, answerer and wider audiences beyond. Author Michael Dodd provides golden formulae and proven strategies for constructing inspirational answers – however challenging, vicious, tricky or stupid the question. He outlines simple but successful techniques for dealing with the kind of nightmare questions which all ambitious people in the workplace have to face

along their journey, whatever stage of their career. Contains critical communication skills for executives, managers, leaders and those aspiring to fill these roles Covers a wide range of work place scenarios such as job interviews, performance reviews, negotiations, customer relations, parliamentary inquiries and cross-examination Discusses how to see the issues underlying tough questions that you face in a different, more positive, solution-oriented way Includes case study examinations of key moments where people in the public spotlight have done something particularly well or particularly badly while answering questions and draws out the lessons for readers.

Great Answers To Tough Questions is a great book for leaders and anyone ambitious in the workplace and task - orientated introverts such as accountants or IT specialists who need to improve their conversation skills. Every briefcase and bookshelf should have a copy (Daily Express, July 2016) This really should be your summer holiday reading (PQ Magazine, August 2016) "...a great page turner" (Project, September 2016) From the Back Cover "Keep this book close at all times. Simply vital reading for all who need to answer tough questions and enhance their reputation as a result" — Roger Harrop, Award-Winning International Business Speaker and Past President of the Professional Speaking Association ALWAYS KNOW THE RIGHT THING TO SAY We've all been in that situation where we're asked a tough question by the boss, interviewer or client — and end up saying something really stupid, wrong or self-defeating. When caught in these challenging situations, how do you work out what to say and how best to say it? WINNING ANSWERS EVERY TIME Global communications speaker Michael Dodd gives you the golden formulae and proven tactics for coming up with the best possible answers to the worst possible questions. You will learn how to: Give consistently great answers — for the benefit of yourself and your questioners Work out what to say when you don't know the answers Become more influential by having more controlled and positive conversations Handle challenging questions in all kinds of situations, including meetings, presentations, negotiations and more By boosting your answers, life in the workplace will become more enjoyable, effective and successful. It will help you to become a game-changing, inspirational communicator! "A compelling read which builds on Michael Dodd's wealth of experience as a journalist, speaker and someone who works regularly with business leaders on developing their communication skills. I recommend it to anyone who needs to provide winning answers to really tough questions no matter what the circumstances" — Ian Price, Chief Executive, Academy for Chief Executives