

# HIGH PERFORMANCE CONFERENCE CALLS



**“The key to successful leadership today is influence, not authority.”**  
— *Kenneth Blanchard*

# Best practices ----- as a moderator -----

## **As conference call moderator:**

### **1. Distribute the agenda or mission of the call at least 24 hours before the call**

Insist that people take knowledge of this prior to the call.

### **2. Appoint a scribe**

Don't try to play all the roles. Get a scribe to lend a helping hand. Appoint this person before the call and inform the group.

### **3. Get feedback from the silent ones**

As call participants are giving feedback, some attendees may feel overwhelmed by the extroverts. Provide space for each participant to get some words in.

### **4. End by summarizing**

At the conclusion, be sure to review with everyone what the next steps will be with personal follow-through duties.



# Using rhetorical questions

Rhetorical questions aren't really questions at all, in that they don't expect an answer. They're really just statements phrased in question form: "Isn't John's design work so creative?"

People use rhetorical questions because they are engaging for the listener – as they are drawn into agreeing ("Yes it is and I like working with such a creative colleague") – rather than feeling that they are being "told" something like "John is a very creative designer". (To which they may answer "So What?")



Rhetorical questions are even more powerful if you use a string of them. "Isn't that a great display? Don't you love the way the text picks up the colors in the photographs? Doesn't it use space really well? Wouldn't you love to have a display like that for our products?"

**Rhetorical questions are good for:**

- Engaging the listener
- Capturing attention
- Changing up the rhythm

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