



**E D W A R D S**

**Ray Edwards Show, Episode 440**

**Live Event Experiment \*UPDATE\***

**[00:00:01] Announcer:** It's Saturday, February 8th, and this is the Daily Ray.

**[00:00:07] Ray:** Live on Facebook live on Instagram. Other platforms, sorry Restream just wasn't working for me this morning. I promised you that I would give you feedback on my new approach to speaking at a live event. My new approach being I was going to talk with as many people as I could pay lots of attention to what was happening in the crowd. One of the folks was speaking, what questions that you were asking whether you are responding to and then make my talk, basically a short talk followed by Q&A. I spend more time answering specific questions.

What I've found through working through that model is I need to work on doing shorter talks because I think I spent about three times as long speaking, giving a talk as I actually meant to but they're just points I felt like I had to make. I took the time to make them. Then we spent time doing Q&A, which went really well. I need to allow more time for Q&A in the future because I feel once the first few questions get asked, and that's the hang-up. That's what I've seen and what I found yesterday was it's sometimes a little difficult to get the flow to begin going get the questions to start being asked. I think because people are concerned, they don't want to be the first to go or they don't want to ask or they feel is a stupid question, which there really are no stupid questions except the one you don't ask. I think that's true.

Once the questions started flowing, Andy Mason was kind enough to kick things off, ask a question that got things going. Then we began to get more questions. I was able to answer them and at the end, before I would have liked them before the questions were all done, but, and to respect the schedule and keep on track with that. I would call this a success and I'm going to continue to do this in the future. I think it's useful if you're a speaker, you're thinking about emulating this model being more Q&A focused. I used to do speaking gigs and now I didn't want to do Q&A. I wanted to give my presentation, give the full time to that. There's a time and place for that but I think ultimately to be in service to the people that you're speaking with if you're doing anything other than just give me an inspirational talk.

If you're there to help people with specific information, being able to ask you their individual specific questions is really important to people. Giving them the opportunity

to do that is good. Laying the groundwork for them and letting them know what you're going to do in your talk, how much time is going to be available for Q&A? What kinds of questions they might want to be thinking about? Letting them know, jot down your questions and be ready for when we do Q&A. If you pre-frame your Q&A with all those details, you'll have a much more successful Q&A time at the end of your talk or for the last two-thirds of your talk.

Preparing the ground, making it ready for people and making the people ready for the Q&A for this upside-down format of spending most of your time answering questions instead of most of your time just talking at them is a powerful model. I strongly recommend you use it if you're a speaker, trainer, coach, author just on stage talking about your book, get into the questions, spend most of your time serving your audience the deepest level possible on an individual basis, even from the stage. That's my recommendation. I think it went really well.

Today, is a busy day, I've got a couple of meetings this morning and we're going to go over, take a look at the school over at the church this morning. It feels like tomorrow it is still dark outside. I've got a little bit of work to do today and it's back to Spokane where it is not sunny in 70 degrees, it is snowy. Dr. Jones get into the questions and serve the audience. Good morning Tara Wright, Daniel Bradshaw, Nick, good to see you. Deb. Good morning. Juliana, good to see you, so many friends Lee Bradshaw. Lee Bradshaw has a question on the Q&A, "Do you prepare some backup info in case people don't ask questions?" The answer is two-fold. Yes and no. Yes, I have stuff ready to go because I have lots of things to talk about.

I didn't purposely prepare material to cover in case there were no questions, but I seem to never be at a loss of something to say. Also, nobody's ever gotten mad at a speaker for going shorter than they were projected to go, something to think about. My time on stage was fairly short. I think that they had me down for 45 minutes or so. A lot of conferences I go to, you will be given a 90 minute or two-hour slot and really, I think that's too long to ask people to sit and listen. I think 45 minutes is about optimal. One of my early mentors in speaking said, "The mind cannot absorb what the butt cannot endure."

That's something to think about. Roberts, it's a great job showing up by tuning today because I've seen you go live consistently. That's awesome. Thank you, Robert. I was lying in bed this morning thinking I could just sleep in and then I realized no, I've got people who are expecting me to show up for them. I'm here and happy to be here. Have a great day. Have a great weekend. Make God do more for you than you ask or think or even possibly can imagine. Remember that I love you very much and not in a weird way.

**[00:05:47] Announcer:** Be part of the Daily Ray every weekday starting at 5:00 AM Pacific on Facebook, YouTube, and Instagram. For more information, log on to rayedwards.com.

**[00:05:58] [END OF AUDIO]**