Agenda

• Strategies for dealing with hostile audiences
• Fielding tough questions
• *Fast Food Fiasco*
Possible Goals in Handling Hostility

• Gain fuller understanding of the situation
• Diffuse hostility
• Remain calm/retain credibility
• Defend self/get facts out
• End interaction in controlled manner
Some Techniques for Handling Hostility

- Acknowledge hostility
- Listen actively
- Show empathy
- Probe for better understanding
- Be appreciative
Some Techniques for Handling Hostility

- Match words with body language
- Maintain steady eye contact
- Aim for consistency in style and tone
- Gesture in respectful manner

NONVERBAL Best Practices
Fielding tough questions

- Hit the “pause button”
  - Allow person time to finish asking question
  - Hold advice and opinion
  - Stay neutral, non-judgmental

Best Practices
- Restate, paraphrase, clarify
- Empathize
- Remove anonymity
- Answer honestly
- Look at entire audience – not just questioner!
Cross-cultural aspects

• Level of assertiveness
• Impact of status
• Usefulness of direct and indirect messaging
Leadership Communication
Handling Hostility
Fast Food Fiasco
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