

Practice Without Pressure

The Challenge Of Tough Questions

The challenge with running for office today is every interview is high stakes. Every question could be recorded and become a viral moment. And that's the problem: You can't afford to mess up, but nobody is born great at answering tough questions.

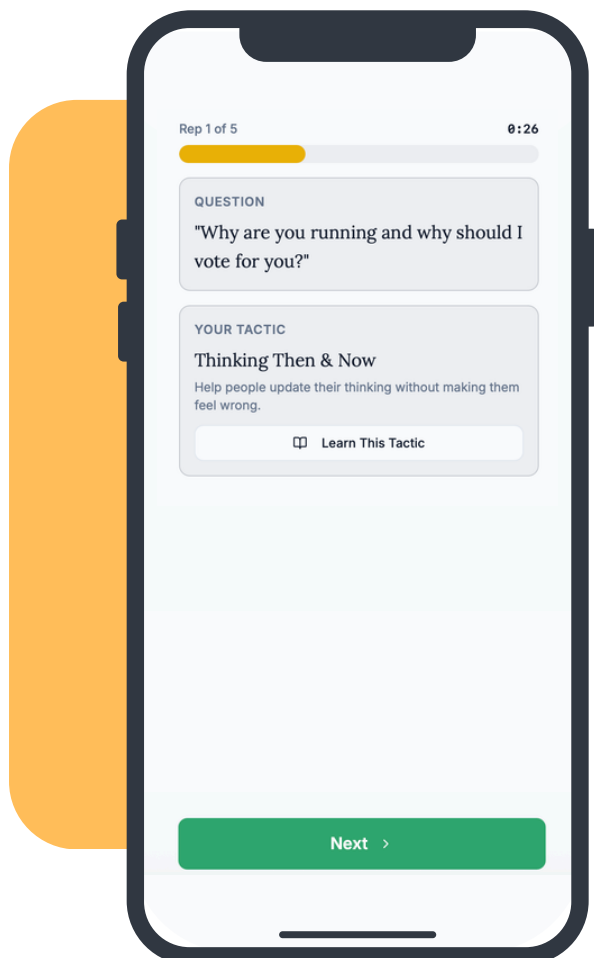
It's like expecting NFL players to learn new plays during the Super Bowl. It wouldn't work, but why do we expect candidates to get better at tough questions only by answering them in front of cameras and voters?

The Solution is Low-Stakes Practice

Luckily there's a solution: you need a place for low-stakes practice. That's why we created The Briefing Room - an app designed to help you practice tough questions without the pressure of cameras or going viral.

The Briefing Room gives you a way to build your skills at home, in the car, or on a 5 minute break.

[Practice With App Today](#)



How The Briefing Room Works

The Briefing Room gives you an easy way to:

1. Practice answering the tough questions you'll face on the campaign trail. You can add whatever question you expect to get.
2. Test the different answer tactics without the pressure of a camera.
3. Build muscle memory until answers feel natural.

For those who like a challenge, we made Hardcore Mode. Hardcore Mode records your answers so you can listen back and hear how you sound. We all hate the sound of our own voice, but it's also the fastest way to improve. When you listen to yourself, you catch the "ums" and "you knows," and notice when you ramble.

Learning How to Answer Tough Questions

In [Winning Edge #24](#), we showed you tactics for handling tough questions. Here's a quick rundown on what you'll be practicing and learning in the app:

Two Points

Create structure by pausing, thinking about the question and saying, "That's a great question. It comes down to two things. First..." Then state your first point, which gives you time to think about your second point.

Don't worry if you only have one point when you start - trust that you'll come up with the second point while you finish the first.

Story + Insight

Start with, "That's a great question. It reminds me of..." then share a relevant story from your life or district. Wrap it up with a one- to two-sentence insight that brings the story back to the question.

This approach makes your answer more memorable since people remember stories more than facts.

Thinking Then and Now

This one is more advanced, but works great to help people change their minds without feeling wrong. Start with a few-second pause then say, "I used to think the same thing..." to validate their view, then explain what new information/experience changed your perspective: "Then I learned [thing/fact], which made me realize..."

In this answer you show how your own thinking evolved and invite them to reconsider without having to admit they were wrong.

The Power of Low-Stakes Repetition

When you practice in The Briefing Room, you're getting reps in a controlled environment, just like what professional athletes do. It doesn't take a lot of practice, just 5 or 10 minutes a day for a few weeks to improve your ability to answer tough questions.

Use The Briefing Room to practice when the stakes are low, so you can perform when the stakes are high. Your next interview or town hall will be better because of the reps you put in when nobody was watching.

The Bottom Line

You can't afford to practice in high-stakes moments. Instead, use The Briefing Room to give you the low-stakes reps you need so when the camera is rolling, you can answer any tough question.