



Tips for Bridging

Bridging allows you to keep the interview focused and deflect possible attempts to derail your message. It creates a transition so that you can move the conversation back to what you want to communicate, and do it smoothly with a smile. By using bridging techniques, a spokesperson can stick to what he or she feels is the most important, relevant and critical information to communicate.

Examples of what you might say if the interviewer asks or makes a statement about something you are not there to discuss...

- Before we move on, let me just add...
- Let me put that in perspective...
- It's important to remember that...
- And what's most important to know is...
- However, the real issue here is...
- With this in mind, if we look at the bigger picture...
- Let me put all this in perspective by saying...
- Before we continue, let me take a step back and repeat that...
- This is an important point because...
- The heart of the matter is...
- And as I said before...
- I think it would be more correct to say...
- Let me point out again that...
- In this context, it is essential that I note...
- Another thing to remember is...
- Before we leave the subject, let me add that...
- And that reminds me...
- And the one thing that is important to remember is...
- What I've said comes down to this...:
- Here's the real issue...
- It's true that...but it is also true that...
- The key here is...
- That's not my area of expertise, but what I can talk about is...