

## Housing Collective Housing For All Pivot Phrases

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### Overview

One of the most useful tools we have when asked a difficult question in an interview is pivoting. Successful pivoting is as easy as the **ABC's**; **A**cknowledging the question, **B**ridging back to key messages with pivot phrases and then **C**ontrolling what the reporter walks away with by repeating key messages.

To help with this, we've included a selection of pivot phrases that respectfully acknowledge the question being asked while allowing you to focus the conversation back on your key messages.

### Example Pivot Phrases

- *"I can't speak to that, but what I can say is..."*
- *"I think what you're really asking me is..."*
- *"Our analysis shows that..."*
- *"The reality is..."*
- *"The numbers tell us..."*
- *"What we know right now is..."*
- *'What this tells us..."*
- *"Here's what we know..."*
- *"Let me start by saying..."*
- *"The key issue here is..."*
- *"The takeaway is..."*
- *"The data shows..."*
- *'What matters most is..."*