



BLOCK & BRIDGE PHRASES:

- “It’s important to understand..”
- “Let me point out...” or “I want to call your attention to...”
- “In my experience...” or “What we found...”
- “Did you know...”
- “What this means is...” or “The reason this is important is...”
- “That’s not my area of expertise, but here’s what I can tell you...”
- “I can’t speculate about that, but here’s what I know...”
- “We understand we need to...” or “I understand people are feeling...”
- “I can’t speak to that person, but here’s what I know about us/me...”
- “Let me tell you what we are doing now...”
- “What is really important is...” or “What’s important to remember is...”
- “What I can tell you is...”
- “Another way to look at it is...”
- “Let’s take a step back here...”
- “Let me re-emphasize something I said earlier...” or “The main point/ real issue is...”
- “It really boils down to...”
- “This is relevant because...” or “We are encouraged because...”
- “This is a common misperception, the facts are....”
- “The results are encouraging because...”