As I mentioned in the blog post, you shouldn’t admit ignorance as a cop-out mechanism or a quick formula for avoiding the difficult work required to form an opinion. In other words, “I don’t know” shouldn’t mean “I can’t be bothered with this.”

Instead, try one of the following:

* “I don’t know. But I’ll find the answer and get back to you.”

* “That’s an important question. I don’t want to give you a half-baked answer. Give me a few hours (or days), and I’ll look into it and get back to you.”

* “I don’t know the bottom-line answer. Let me tell you what I know, and what I still need to find out.”

* “I wish I knew more about this area. I’ve read Resources X, Y, and Z so far. Are there others you would recommend?”

* “No, I missed that speech/article/show. What were the key takeaways?” (A question like this can be flattering since it allows the other person to demonstrate his or her knowledge).