

Jolles Associates, Inc.
Innovative Business Strategies

Speak Like A Pro... Virtually Webinar

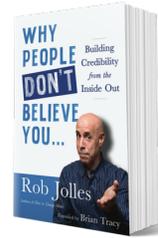


Participant Guide

INTRODUCTION TO SPEAK LIKE A PRO... VIRTUALLY

The Philosophy

Given the events of the day, upping your virtual delivery game is no longer an option. Once the crisis is over, this new demand and desire to work and communicate virtually is not going away. This program draws upon sound principles from the Business Bestsellers, *How to Run Seminars & Workshops 4th Edition*, and *Why People Don't Believe You*. What you say, the way you say it, and the way you look when you say it *all* factor in to your success!



Program Objectives

At the conclusion of this workshop, you will understand:

- How to create a miniature virtual studio within your office or even behind your desk.
- Equipment suggestions from bare bones, to budget, to high end.
- Virtual delivery tips from reducing distractions, body posture, communication techniques, clothing, and gesturing.
- Becoming more believable by surrounding the words with the proper tune.
- Creative approaches to adding interest to virtual presentations and conversations.



Program Agenda

- Proper preparation
- Creating the right environment
- Lighting considerations
- Improving webcam positioning and eye contact
- Using your hands and gestures effectively
- Clothing consideration
- Virtual communication tips
- Creative approaches sustaining interest
- Equipment suggestions

This material has been prepared for the participant's use only. It may not be reproduced without written permission from:

Jolles Associates, Inc.

Email: Training@Jolles.com

www.Jolles.com

(703) 759-7767

©



SPEAK LIKE A PRO... VIRTUALLY!

Given the events of the day, upping your virtual communication game is no longer an option. Once the crisis is over, this new demand and desire to communicate and work virtually is not going away, and that means, it's time to step up to the mic, and maximize the opportunities we're given.



Preparation

We all like to think we are adequately prepared for the interactions we have with our clients, but virtual communication requires a few, unique considerations:

- Make sure your internet connection is strong. Consider cabling straight to your router if possible.
- Have a piece of document ready in hand or on screen. You're not on the phone and can't move around as easily.
- Keep objects out of your hands unless you need them to communicate with.
- Get rid of distractions. No open email, and no multitasking!
- Turn off cell phone

Environment

Unlike a phone call, you are now letting your client into your office. It's important to create the right setting to maximize the impact of your message.

- Pick a nice location. No bedrooms or dark, dingy places.
- Clear your workspace and remove clutter. Virtual backgrounds are for friends – not clients.
- Consider putting in a backdrop in necessary.
- Pick the right chair. Watch out for squeaks, and swivels.

The number one complaint from customers who meet with vendors online is:

Lighting

Creating the right lighting might be one of the most challenging aspects of virtual communication. Here are some tips to avoid coming across looking dark or grainy:

- Position yourself facing the light.
- Natural light is the best... if you can pull it off.
- If there is a window, you'll want it in front of you – not behind you.
- Use lamps or side light to make sure you're lit up, particularly late in the day.
- If you purchase lights, LED lights generally produce a much more video-friendly color temperature.



SPEAK LIKE A PRO... VIRTUALLY!

Webcam Positioning & Eye Contact

One of the most important considerations when communicating virtually is the coordination between you and the webcam. Even your posture becomes important. It goes without saying, you will want to look professional and engaged. Here are some tips to help you do your very best:

- Look at that webcam in the eye! When you're making eye contact with the camera, you're making eye contact with your client.
- Have your key documents centered on screen in your sightline.
- Elevate the webcam to eye level. Being seen with the camera looking up is not very flattering!
- Eye level also positively affects your posture.
- Sit with a good distance between you and the webcam. The exact distance will depend on your camera, but aim for allowing your shoulders and head in screen with a few inches of room above your head.
- Sit like a TV anchor; front half of your chair.
- Lean in with shoulders relaxed, particularly when making a point.
- Lean back, subtly, to signal intent listening. Not too far back – you don't want to signal a lack of interest or carelessness.

Look at the picture on your screen as list some of the things you see that are being done well, and some that would need improvement:

Done Well

Needs Improvement

Hand Gestures

Everything is picked up by the camera, and that includes your hands. However, you can use your hands as an asset to enhance your communication skills.

- Use gestures like you're there face-to-face.
- Take those gestures right to the webcam.
- Try not to point at the webcam. (That's not easy!)
- Watch your body language when you're on a call. For example, folding arms often signals you are not open to what you are hearing and/or frustrated.



SPEAK LIKE A PRO... VIRTUALLY!

Clothing

Even the clothing you wear becomes important when maximizing the image you are trying to portray virtually.

- Dress as if you're there in person.
- Consider the culture of the organization, or the personality of your client.
- Solid colors work best on camera. However, beware of whites and blacks as these colors can make it difficult for the webcam to balance exposure.
- No floral patterns, or stripes.
- No silk, or satin as they can reflect light and can make noise.

Virtual Conversation Tips

A conversation is a conversation... but conducted virtually, there are a few subtle changes that will help improve the way you come through that screen to your client:

- Sit up and smile. You are right in front of your client, and facial expressions are important. Put a Post-It® note on the side of your screen if you need a reminder.
- Less is better when it comes to notes. You can still use your notes, but they'll be of little use if you make the mistake of depending on them too heavily.
- Consider having a cup of coffee or tea on screen. This will project a nice, calm appearance.
- Five minutes early is still on time. You won't have traffic to be concerned about, but you don't want to be caught off guard by any last-minute tech issues.
- Watch your "Communication Shot Clock." You'll need to shorten up your responses. Client personality will dictate length, but 45 seconds is a good rule of thumb.
- Remember "The Three P's" - Pitch, Pace, Pause.
- Don't just tell a story... land it!
- Listen carefully, and look like you're listening carefully. Again remember, you're on screen!

The number on listening habit to avoid is:



SPEAK LIKE A PRO... VIRTUALLY!

Sustaining Interest

Sustaining interest during longer conversations can be a challenging task to say the least. Here are some ideas to help keep that customer focused on the conversation:

- Use opportunities to share your screen.
- Use opportunities to share documents.
- Try to incorporate visual aids.
- Increase your use of nonverbal cues.

What would be some examples of nonverbal cues you could use:

- When all else fails, never forget “The Great Equalizers!”

Equipment

Your choice in how you equip your virtual communication station will depend on physical location restrictions, budget, and personal preference. On a separate handout you’ll find some product recommendations and corresponding links. Below are some general suggestions.

Existing:

- It is assumed most of us begin with a laptop, built-in microphone, built-in webcam, and natural light. Moving the laptop up to eyelevel with a box or books, and adding a lamp or two in front of you will help. If you’re looking to make one purchase, go for an audio upgrade. Remember, “audio is king” and a minor improvement here will up your game a bit.

Budget:

- For approximately \$150 you can add a better-quality webcam, one studio light, a headset with a microphone, and an adjustable laptop stand.

Higher End:

- Depending on just how much virtual communication you expect to do in the future, you can invest more. A product recommendation list is provided on a separate handout with the largest cost coming from a sit-stand option.





For more information regarding
keynotes, and onsite workshops contact:

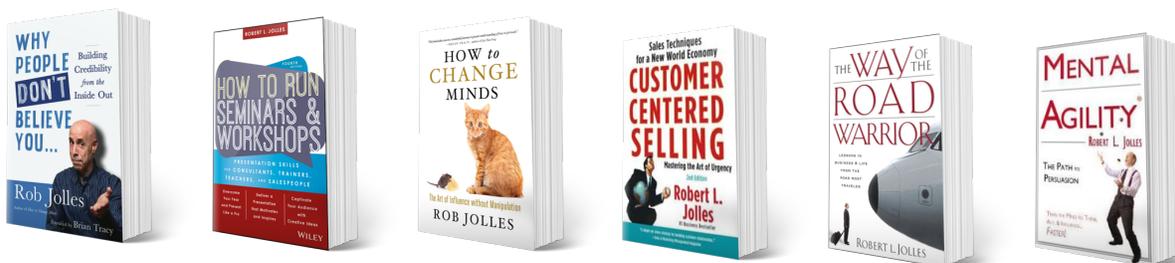


Rob@jolles.com

www.jolles.com

"Pocket Sized Pep Talks" with Rob available on all podcast platforms

Books By Rob Jolles...



Recently Released!

