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VIRTUAL CONNECTION

Mastering Your On-Camera Presence

A “REACH: INTEGRATED SELLING” MODULE





CHAT

What stops us
from going on
camera?



Agenda

- The Science of Communication
- Polishing Your On-Camera Appearance
- Hosting a Virtual Seminar



The Science of Communication

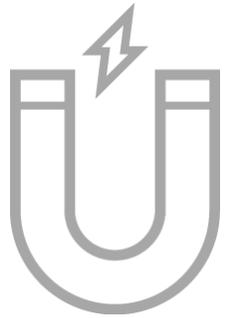


“ The single biggest problem with communication is the illusion that it’s taken place.”

- GEORGE BERNARD SHAW



How Impressions are Formed



Attractiveness



Trustworthiness



Competence



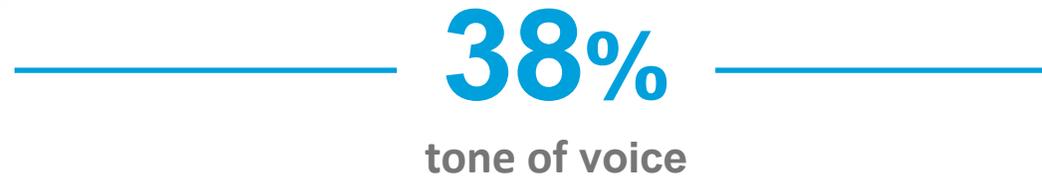
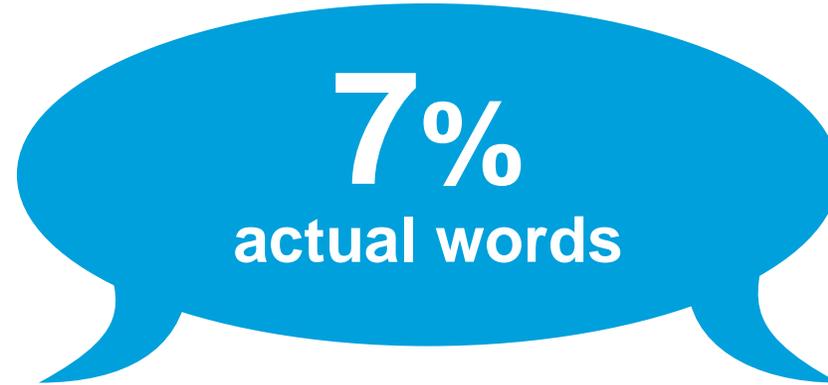
Likability



Aggressiveness

1. Source: Todorov, A. and Willis, J. First Impressions: Making Up Your Mind After a 100-Ms Exposure to a Face, *Psychological Science*, 2006. 2. Source: Cuddy, Amy. *Presence: Bringing Your Boldest Self to Your Biggest Challenges*, 2015.

How Traits are Communicated



Why Turn On Your Webcam?

- Small changes for BIG impact.
- More trust and credibility.
- Stand out from the crowd.



Polishing Your On-Camera Appearance



POLL QUESTION

Which clothing options should be avoided on video calls?

- A. Pinstripes
- B. Bold stripes
- C. Busy graphics
- D. Silk/satin fabrics

Source: photography envatotuts+, "what to wear (and avoid!) when presenting on camera"

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What To Wear On Camera

Consider Your Image

Camera-Friendly Colors

Confidence





POLL QUESTION

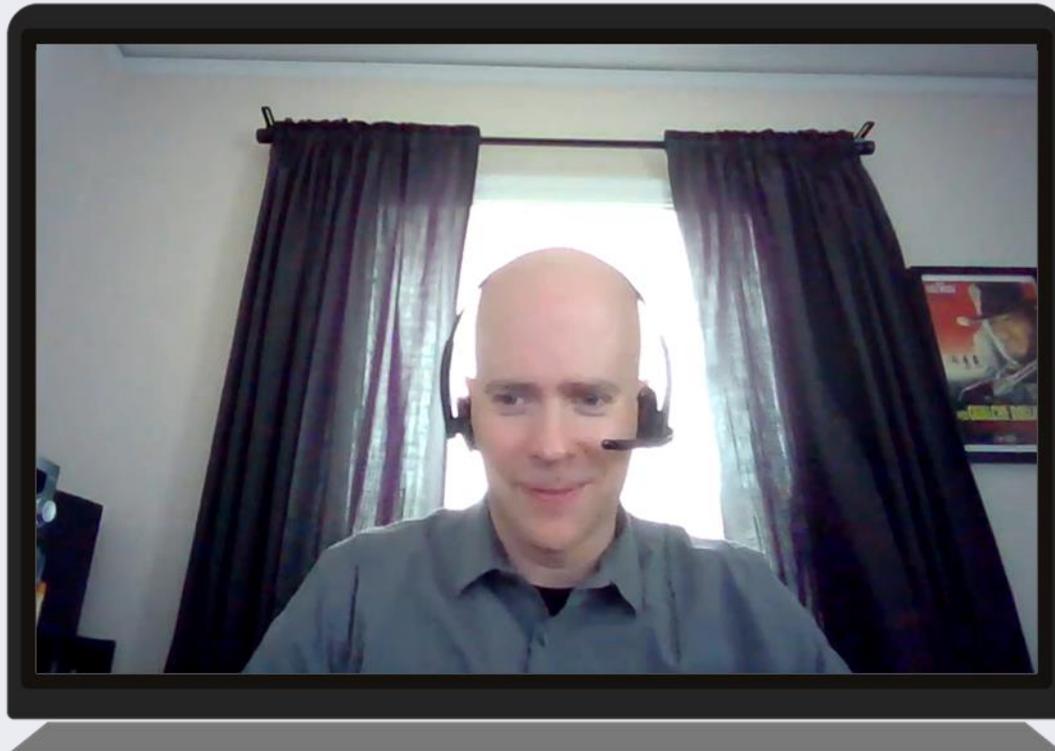
What could be improved in James' environment?

- A. Adjust lighting
- B. Change camera angle
- C. Look at camera
- D. Other



Change camera angle

Your Environment Matters



Gestures & Body Language

- **Stay in the strike zone**
- **Body language > words**



Gestures & Body Language

- **Stay in the strike zone**
- **Body language > words**
- **Posture = Presence**



Let's Practice



Give yourself 1 point for each criteria you meet.

- My lighting source is beside me
- I am sitting in front of a window
- My background is professional
- My attire follows the 3 C's
- I have good posture
- My body language is open and engaged
- My camera angle is at eye height

Hosting a Virtual Seminar



POLL QUESTION

What is the most difficult part of hosting a video meeting?

- A. Technology issues
- B. Kicking off the meeting
- C. Where to look
- D. Q&A sessions



Plan Ahead to Avoid Technology Issues

PRE-MEETING CHECKLIST

- Check settings in your video conferencing tool
 - Internet
 - Audio
 - Camera
 - Audience Controls
- Set up speaker notes, screens, polls, and console
- Consider having a co-host
- Set up a direct connection
- Close unnecessary software

It's Showtime



1

Start on Camera

2

**Give a warm
introduction**

3

**Introduce
Housekeeping items**

4

Slow Down Speech

Where to Look

Look directly at...

- **Content**
- **Participants**
- **Camera**





How to Address Q&A

- ▶ Address on camera
- ▶ Use “I” before open-ended questions
- ▶ Mute, Pause and Reply
- ▶ Paraphrase & Validate

Key Takeaways

- Nonverbal traits like body language and attire make up more than half of someone's first impression.
- When choosing your attire, remember the 3 C's – consider your image, camera friendly color, and confidence.
- Good lighting and background can make a big impact on your on-camera presence.
- When hosting a meeting use the pre-meeting checklist to test your technology, start the meeting on camera, paraphrase and validate questions to encourage participation.



QUESTIONS?

"The conversations are deeper, life-oriented, more emotional and therefore more meaningful. It is likely that advisors will look back at this time as the period when they made their clients life-long relationships."

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