

HOW-TO: MASTER MEETINGS THAT MATTER AND CREATE A STRONG FIRST IMPRESSION

Video is the only channel of communication that showcases nonverbal communication, making body language even more important in digital interactions.

Sending A Strong First Impression Occurs Within The First Few Seconds Of A Call.

Follow these simple do's and don'ts to: Be your best self. Present with confidence, Engage and build connection.

**DO: BUILD CONNECTION.
FRAME YOUR BEST SELF.**



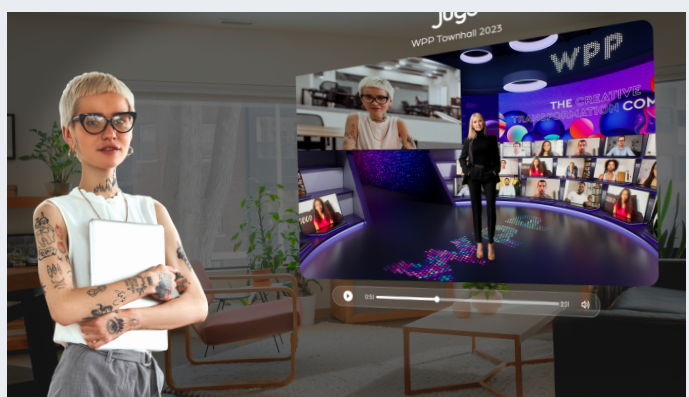
Be the focus of the meeting to enhance your leadership presence.

**DO: REDUCE CLUTTER.
SIMPLE VISUALS ARE KEY.**



Limit distractions and position yourself to command attention.

**DO: CHECK LIGHTING FOR
EFFECTIVE COMMUNICATION.**



Stand out. Be clearly visible and memorable, enhance with ring lights.

**DO: ENHANCE PRESENCE. SET
BACKGROUND FOR SUCCESS.**



Add a professional background to reinforce your brand identity.

**DON'T: MAKE IT COMPLICATED,
OR BE UNPREPARED. BE YOUR BEST.**

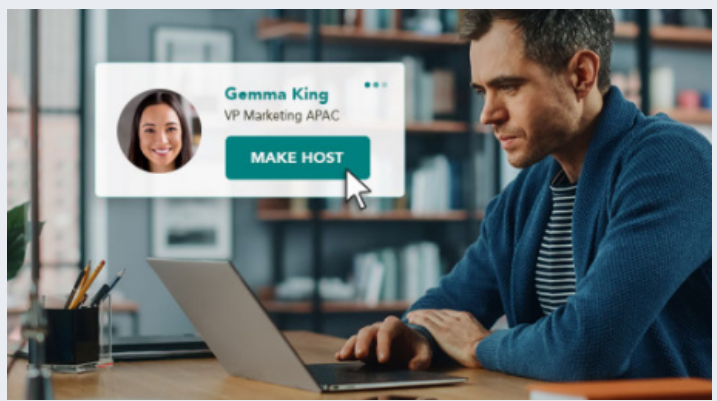
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BUILDING TRUST AND RAPPORT

Trust and rapport are built in the ways we respond and react to other people in real time aka nonverbal communication.

Active listening, eye contact, giving people the floor and expressing with gestures are critical in building trust and rapport on video.

**DO: IMPROVE NON-VERBALS,
SHOW YOU'RE LISTENING.**



Allow for speaker transitions for more engagement, and participation.

**DO: GESTURE WISELY. THIS
COMBATS MEETING FATIGUE.**



Move freely and express yourself to keep participants focused and less fatigued.

**DO: KNOW WHERE TO LOOK.
CONNECT WITH EYE GAZE.**



Helpful hack: position your audience as close to the lens as possible.

**DO: ALIGN WITH AUDIENCE. GET
VERBAL & VISUAL VALIDATION.**



Always confirm with participants before making decisions.

**DON'T: PLACE PEOPLE ON DIFFERENT
SCREEN. LOOKING AWAY BREAKS TRUST.**