

The Art of Virtual Meetings


Having more impact with clients and colleagues, in a virtual setting



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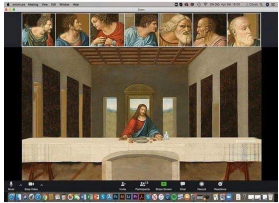
Five Ways in Which Online is Different to F2F

- Time flows faster
- A lot of body language is missing
- Distraction from others and external environment
- Sound is different
- 2D vs 3D



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Net result...




The experience of personal "presence" is not the same

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Impact


- Easy to be bored, distracted
- Loss of connection to others
- We are rarely doing things together
- Trust is harder to establish
- Impacts sales and recruitment
- "Zoom fatigue"



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Introduction: John Niland, Self-Worth Academy

- Working virtually since 2000
- Supporting professionals to raise the value of their work
- Earn higher rewards from higher value
- Be more compelling and engaging in meetings, communication
- Be the client's Partner vs. their Servant
- Author of "The Self-Worth Safari"

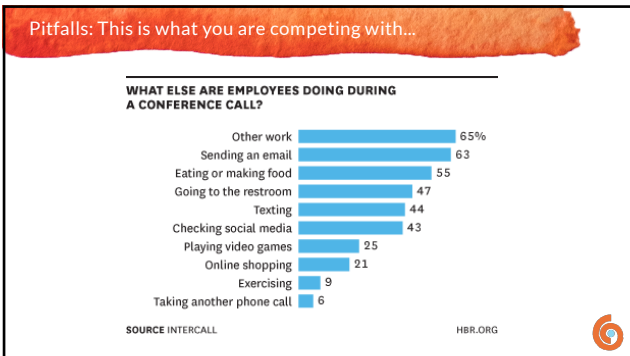


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Agenda for today

1. How online is different
2. Four common pitfalls in virtual meetings
3. Engaging participants, particularly those who are passive
4. The art of the virtual client review
5. Overview of online pitching: 4 shifts to make

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- Four Common Pitfalls
1. Long contributions (> 2mins)
 2. Background noise, distraction, inability to hear the speaker
 3. Getting lost in details (= boredom for others)
 4. Rambling discussion that goes nowhere (while people silently disengage)
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- Engaging Participants: Preparation
- Plan for engagement: don't leave it to chance!
 - Nominate roles e.g. time-keeper, tech support, presenter, moderator etc.
 - Do you want group consensus early in the call? (e.g. no self-promotion, stick to topic, etc)
 - Agenda & Guidelines (Put in the reminder email, and ask people to prepare)
 - Questions (or polls?) to engage. Who will start the discussion?
 - For my personal preparation checklist, email John@SelfWorthAcademy.com
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- Summary of Preparation
1. Agenda (update reminder email)
 2. Guidelines (ditto.)
 3. Questions to start discussion
 4. Your personal checklist

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- Engaging Participants: Deepening the Discussion
- As people join, use chit-chat for relationship build. Sets the energy for the conversation.
 - Open with you – not with PowerPoint
 - Start with a brief statement of purpose e.g. "The aim of this group is..." etc.
 - Recap Agenda & Guidelines: gain consensus
 - Build on what participants share
 - Use Chat feature for info-exchange, or to make comments to individuals
 - Ask your prepared questions, to individual participants, e.g. "Mary, how does this affect our communications calendar?"
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Client reviews: thinking of the client perspective

Trust is harder to build in a virtual environment. Clients wonder....

- a) Are you really focused on their work, or busy with something else?
- b) Is the project you are working on still essential / adding value?
- c) Are we on track, and anticipating future issues and complications?
- d) Can we afford this?






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Client reviews: so it follows that....

Trust = doing what we said we would do, plus "looking around corners"

- Brief **weekly report**, even if you don't have to
- In discussion, recap **purpose and value**: e.g. "One of the key reasons you are doing this is..."
- Explore how things are **evolving** and how you can be most useful (mindset of value)
- Keep focus on **client objectives**, vs. concern about your own performance in their eyes





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Business development in a virtual economy

Eleven reasons to keep networking


<ol style="list-style-type: none"> 1. Human interaction 2. Trust 3. Feedback 4. Opportunities 5. Information 6. Sense of belonging 	<ol style="list-style-type: none"> 7. Learning and development 8. Sense of self-worth in action, energy 9. Testing out new approaches 10. Getting help and support 11. Contributing, meaning and purpose
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Ways to network in the virtual economy

(Apart from LinkedIn, that is!)


- Catch-up call/ text with your "peripheral network"
- Reach out (in research mode) to associations and groups
- Produce **resources of specific interest**, e.g. for independent professionals:
"Sustaining your business in times of crisis"
 (Email John@SelfWorthAcademy.com for details)
- Co-produce events/ resources with **partners and allies**
- Virtual summits, lunches, dinners, cocktails




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Four key shifts to make in an online pitch

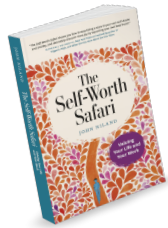
- **Open with their key issues**, not with "About Me"
- **Embed questions throughout** vs. waiting for the end
- Use questions (or polls) to ask for **participation**, vs "being interviewed"
- **Open with you** (on camera), not with your presentation

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Relevant shifts in The Self-Worth Safari

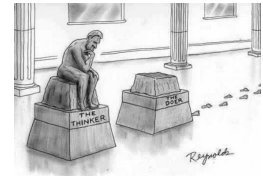
- #4: from self-evaluation to **usefulness**
- #7: from being interesting to being **interested**
- **From self-esteem to self-worth**
- More resilience and energy, even when feeling isolated
- Creativity, adapting to the future
- More engagement with colleagues and clients, when not driven by self-preoccupation



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Self-Worth in a Virtual World

- **Individual support**, send email to: John@SelfWorthAcademy.com
- **Resources for independents** on client- and business-development:
 "Sustaining your business during times of crisis"
- **Online programs** for virtual teams
- **Re-positioning** your expertise and services for the economy of the future
- **"The Self-Worth Safari"** is on Amazon



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