

Presence in a virtual environment

What is presence: The impressive manner or appearance of a person.

Start with the basics:

- Technology
 - Understand the platform you are using. Become the expert
 - Test your sound and camera before the meeting begins
- Lighting and Background
 - Ensure you have sufficient light to illuminate your face
 - Avoid having any light behind you (i.e. window or lamp)
 - Use a virtual background if available
- Appearance
 - Hair and make-up
 - Dress professionally (waist up)
- Mentally Prepare “Mindset”
 - Exhibit behaviors as if you are in an in-person meeting or find an equivalent for your virtual meeting
 - Build a positive mood
 - Warm up your voice
 - Stay engaged. Be excited.
 - Look at your camera; gives the impression you are making eye contact with your audience

What is charisma: The ability to communicate a clear, visionary, and inspirational message that captivates and motivates an audience.

Charismatic Leadership Tactics (CLTs):

- Animated voice
- Facial Expressions
- Gestures

Your Total Message: 55% Body Language, 38% Tone, 7% Words

- Your expressions (Know what your face is saying)
- Your “brand” (Be your authentic self. Let your light shine through the screen)

Remember... “You are always on stage”