

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.**

How-To: Master Meetings That Matter

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.



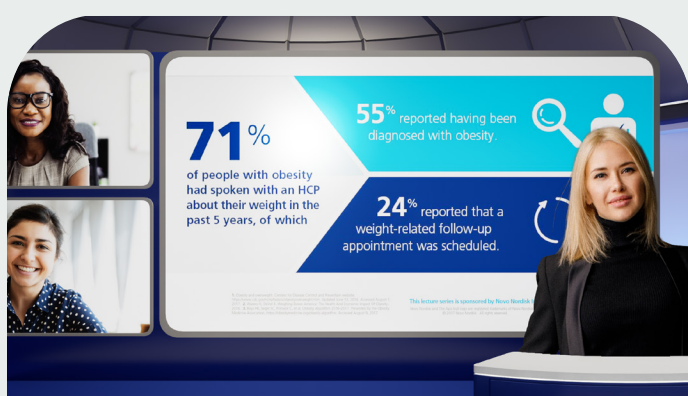
DO: Gesture Wisely. This Combats Meeting Fatigue.

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 And Visual Validation.

Always confirm with participants before making decisions.



DON'T: Place People On Different Screen. Looking Away Breaks Trust.