

Mastering Your Virtual Presence Tip Card Sheet

VIRTUAL PRESENCE

The key to mastering your virtual presence is to show your warmth and competence.



Show your Warmth

When we communicate warmth people are more likely to trust us and be open to our competence. The best way to show warmth is to:



Smiles warm up our face and are contagious.

Show your Competence

Here are six ways you can show your competence when in a virtual environment:

- 1. Frame Yourself**
You should take up half of the screen so you are not too close or far away from the camera.
- 2. Look at the Camera**
Instead of looking at others or your notes, practice looking at the camera. Take screen shots to see how you come across.
- 3. Use Non-Distracting Backgrounds**
Choose simple backgrounds that won't distract from you. Again take screen shots so you can see how you come across to others.
- 4. Add Good Lighting**
The light should be in front of you. There are a number of inexpensive lighting tools available.
- 5. Keep Your Hands Down**
Unlike in-person communications, you want to minimize gestures and touching your face. Remember – the camera is always on you.
- 6. Have a Clear Competent Voice**
Watch your fillers – they are more noticeable in virtual settings. Consider using a headset so that your voice is clear and you can hear well.