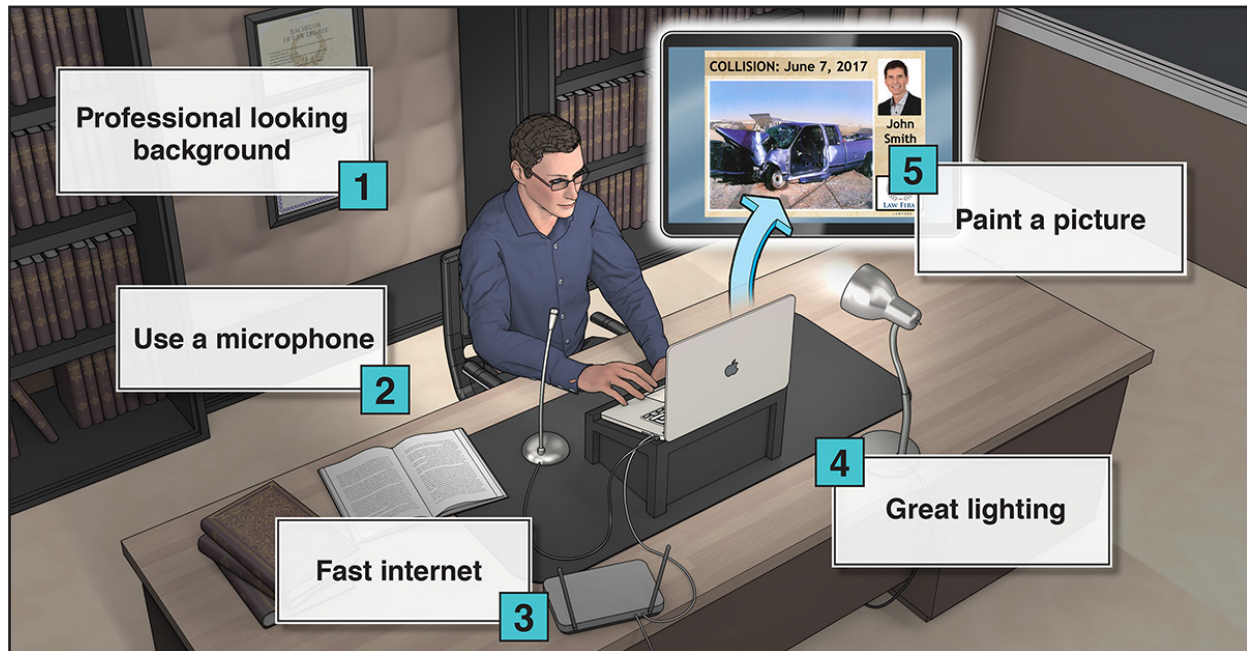


So, you're working remotely and conducting online negotiations, sales or other types of meetings. How do you make an impact and maximize communication, when everyone's not in the same room? Here are some reminders for making your Zoom zing!

1- THE CAMERA NEVER LIES

We all do it – forget that we left a vase of dead flowers on the bookcase, or maybe the painting behind you is an acquired taste. First thing is to make your background look great. Rearrange your home office to show off your diplomas, a shelf of important books or an anatomical model – whatever it takes to telegraph that you're a serious professional. Oh, and remember that your camera may be sharper than you think – so lipstick on your teeth or stubble on your chin may be clearly in focus to others!



2- SAY WHAT?

Despite so much current online interfacing, garbled voices continue to be a recurring frustration for all. University students note that audio is the most important factor in effective online learning¹. Since remote engagements are here for a while, it's likely time to invest in a USB-plugin microphone that'll make others hang on your every word – often for less than a hundred dollars. A headset with mic is okay, but you risk looking like a radio-host!

3- AT THE SPEED OF LIGHT

If you're working from home or especially the cabin, now's the time to upgrade your internet, so your engagement is crisp and fast, without lags or the dreaded frozen screen. This may entail a new router, hooking up WiFi repeaters, or running a direct-wire internet cable to a newly-created workspace. But the investment is priceless for making your meetings unfold as smooth as silk.

4- LIGHTS – CAMERA – ACTION

Professional video bloggers (vloggers) use lighting tricks – and so should you. There are many light fixtures available that'll cast you in a warm glow and make you clearly visible. A simple solution is a desk lamp with a 40W incandescent bulb (or LED in the 2,700-3,000 Kelvin range) shining towards you from the far side of your screen. Good lighting will make you look fresh, confident and in control.

5- PICTURES AND THOSE THOUSAND WORDS...

Video-conference platforms (like Zoom), cry out for visual storytelling. When you have the floor (screen), **take control of the session** in “presenter” mode, and hold attention by using visuals. They'll keep your presentation on track and keep everyone focused on the key issues. Use PowerPoint™, loaded with rich visuals that focus on your client or medical issues under discussion, and the key outcome you're seeking. Start simple and once you get comfortable sharing your screen, take it up a notch with more advanced visuals that'll ensure you grab and hold attention.