

AUDIENCE

# Making virtual personal

# Getting personal in the COVID-19 environment

How can we humanise our communications in our 'new normal'?

Try these:

- 1 Set context and begin with authentic storytelling – every one of our situations are unique.
- 2 Heighten your empathy, set expectations and understanding that pets and children are welcome!
- 3 Always default to assuming others are experiencing high stress.

When it comes to virtual meeting design best practices, Gerrie shared **R.E.M.O.T.E.**:

**Responsibility.** Make it clear who is responsible for content and who is responsible for any tech help (especially for larger meetings and events)

**Empathy.** How is everyone?

**Meeting etiquette.** Agree the basics.

**Objectives.** Why the meeting is important and check you've got the right people involved.

**Technology tolerance.** Flag issues, reschedule or take a break.

**End constructively.** What's next? Is everyone ok?

# Key considerations in engaging internal vs. external audiences

Over the past month, we have rapidly established new rules of engagement in our internal 'remote' communication.

With external, it's not so simple. Historically, virtual meetings have had a bad reputation, and rebranding these virtual experiences takes time.

To aid this, Tim shared the heightened value of establishing a social contract at the outset of **every** meeting or interaction, set expectations, and understand their familiarity with virtual and technology – an extremely experienced faculty member might well not be as experienced with Zoom, leading to some interesting angles..!

Be open to sharing:



When technology fails, its ok!



Encourage them to turn video on.  
NB. It's also ok if they'd prefer not to.



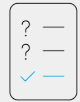
Non-participation just isn't acceptable; everyone must contribute in order to keep the energy positive...silence is interpreted negatively.

By setting simple rules at the outset of every meeting, immediately tensions are lifted, making way for active and effective interactions.

# The new 'FOMO' or fear of meeting overload

Recently, the space between work, home, personal, professional, has blurred as we have endless video calls and pub quizzes between family, friends, and colleagues alike...

To ensure FOMO is not your reality, always check:



What is the meeting for?



Who must attend?



Do I need to attend?



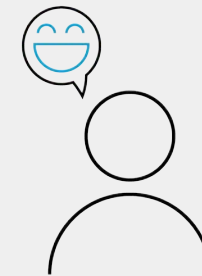
Can you half the length?



Stand up. Put your laptop at eye level. Doing this will have a positive difference!

Last but no means least, Tim shared three simple techniques to stay connected:

Link, Cast, and most importantly, Laugh



# Stay connected! Here's three simple techniques!

## What to expect.

In some geographies restrictions are being lifted while in others they are being reinforced. In either case the role of the leader remains the same.

No matter where you are in the lockdown cycle you need to be authentic and connections with your team need to be reinforced. It is time to go beyond the Zoom meeting as a way to accomplish this. Here are three simple techniques to stay connected without getting on a call together:

[Stay connected.](#) [Stay safe.](#) [Stay strong.](#)  
[#StayConnected.](#)



### Link

Share links to content you find interesting and relevant to your business. Podcasts and TED Talks are a good place to start. Next time you catch up you will have something to talk about.



### Cast

Make a podcast of your own. Interview a member of the team about remote best practices and distribute to the wider team to listen at their own pace. Call a panel of customers together to share their experiences with your team.



### Laugh

Create a chat channel for nothing but humour and goofing off. Think of it as a virtual water cooler.

The potential tactics are endless. The key strategic insight is you don't always need to be together to be connected. We will all remember where we were in the days of COVID-19. Help ensure the bonds shared by your team are varied, meaningful, human, and strong.