Leading Effective Virtual Meetings

As more businesses shift to work-from-home models,
video conferencing can keep teams connected and engaged.

So you're working remotely ... now what?

Here are immediate actions for leaders:

CONVERT YOUR SCHEDULE TO VIDEO MEETINGS
Platforms like Webex, Skype, Zoom and others offer video calls with interactive tools and help centers

COMMUNICATE THE CHANGE AND BENEFITS OF VIDEO
If some are hesitant or don't have the capability, reschedule and bring them up to speed

SET UP AND TEST YOUR AUDIO ...
Use a headset to maximize audibility and limit outside noise

... AND YOUR VIDEO
Put the device an arm's length away, center yourself in the frame, align the camera at eye level and make sure light sources are in front of you

EXAMINE YOUR MEETING AGENDA
Build in time to pause, summarize and check in with others

You're connected: How to lead from afar

START STRONG
Open the meeting early to let everyone chat before you begin
Kick off with a clear goal
Set the expectation for full engagement

SEE AND BE SEEN
Make eye contact with the camera, not people's thumbnails
Adjust your view to see all attendees
When presenting, use pauses to look at notes

BE ACTIVE AND ENERGETIC
Sit up tall
Hand gesture within the camera frame
Shorten sentences and speak 10% louder than usual
Slow it down, pausing frequently

WORK THE TOOLS
Boost productivity and engagement with annotation, chat, screen share and real-time polling
Unfamiliar with the options? Visit your platform's help center

The 5 C's of a better virtual meeting

In the long term, consider these steps to improve your agenda

CONSIDER THE AUDIENCE — **1** — Understand who should attend the meeting and why— meetings of 6 or fewer are easier to manage. Be prepared to educate on the tech at hand.

CLARIFY THE GOAL — **2** — Write it in the invite, say it at the start of the meeting, connect it to a benefit for the group and keep everyone on track.

CRYSTALIZE THE MESSAGES — **3** — Select 2 to 3 that are simple, clear and memorable. Resist the urge to add to the agenda.

CRAFT THE STORYLINE — **4** — Order your messages in a logical flow to accomplish the goal.

CHOOSE A MEETING FORMAT THAT BRINGS THE STORY TO LIFE — **5** — Augment it with interactive tools. Prepare attendees with necessary materials.