

VIRTUAL PRESENCE

How to Build Your Brand in a Virtual Environment



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WEBINAR #2: THURSDAY, OCTOBER 1, 2015 at 10-11AM PACIFIC



LEADERSHIP
DEVELOPMENT™

Creatively Leveraging Authenticity™

Welcome

Rasheryl McCreary

CEO, Executive Coach
TAO Leadership Development

Virtual Presence: **How to Build Your Brand in a Virtual Environment**

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Rasheryl McCreary

Executive Coach/Founder
TAO Leadership Development

1 Trained 1,000+ leaders at Fortune 500s

2 Senior Consultant w/global leadership development firm

3 15+ years of T&D experience

4 Georgetown, NYU, Case Western Reserve University



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UNIVERSITY



Executive Coaching & Training
Firm that helps leaders elevate
their **authentic personal brand**
and get their **BIG** ideas across
in ways that *engage, inspire,*
and *motivate* others.

“

An important part of **elevating and growing your brand** in a virtual environment is being able to effectively *engage, inspire, and motivate* your virtual team.

Rasheryl McCreary

This Webinar Will Cover:

- ★ How to build your brand in a virtual environment
- ★ 5-point game plan to help you win on the virtual field
- ★ Step-by-step process to engage and inspire any virtual audience



PERSONAL BRAND

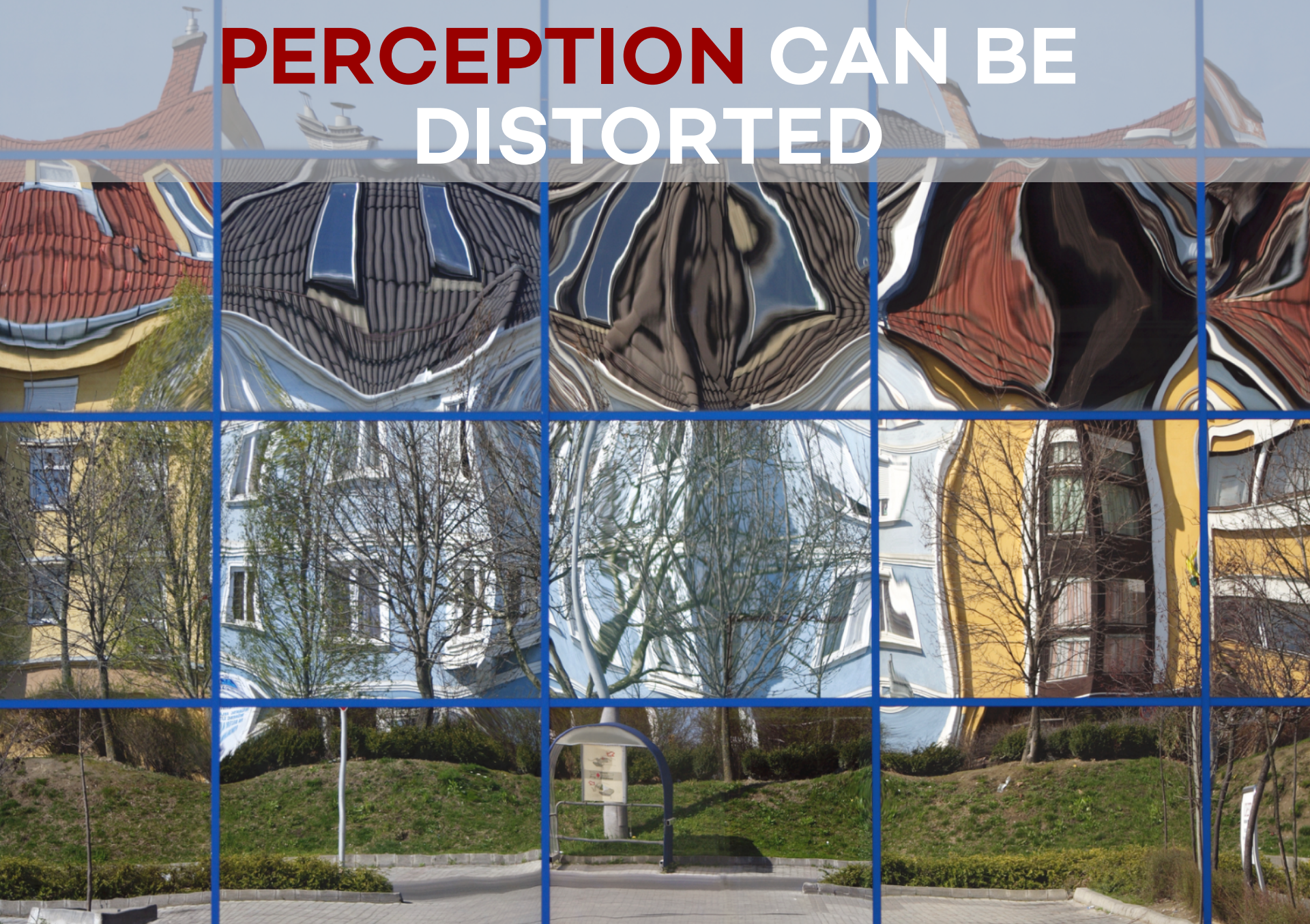
is

the **embodiment** of your
unique strengths, qualities
and core values.

BRAND CREATES PERCEPTION



PERCEPTION CAN BE DISTORTED





Most Virtual Meetings...



YOUR Virtual Meetings...

BE SEEN

BE HEARD

STAND OUT

at the virtual table

How to build your

BRAND

in a virtual environment

9 Practices to Build Your Brand in a Virtual Environment

- #1. 5 POINT GAME PLAN**
- #2. MAKE IT MEANINGFUL**
- #3. THE SHOW MUST GO ON**
- #4. REVERSE STANDING OVATION**
- #5. SHARE THE STAGE**
- #6. ENERGY + PASSION**
- #7. BE AUTHENTIC**
- #8. BE CLEAR + CONCISE**
- #9. THINK TED**

#1 - 5 POINT GAME PLAN

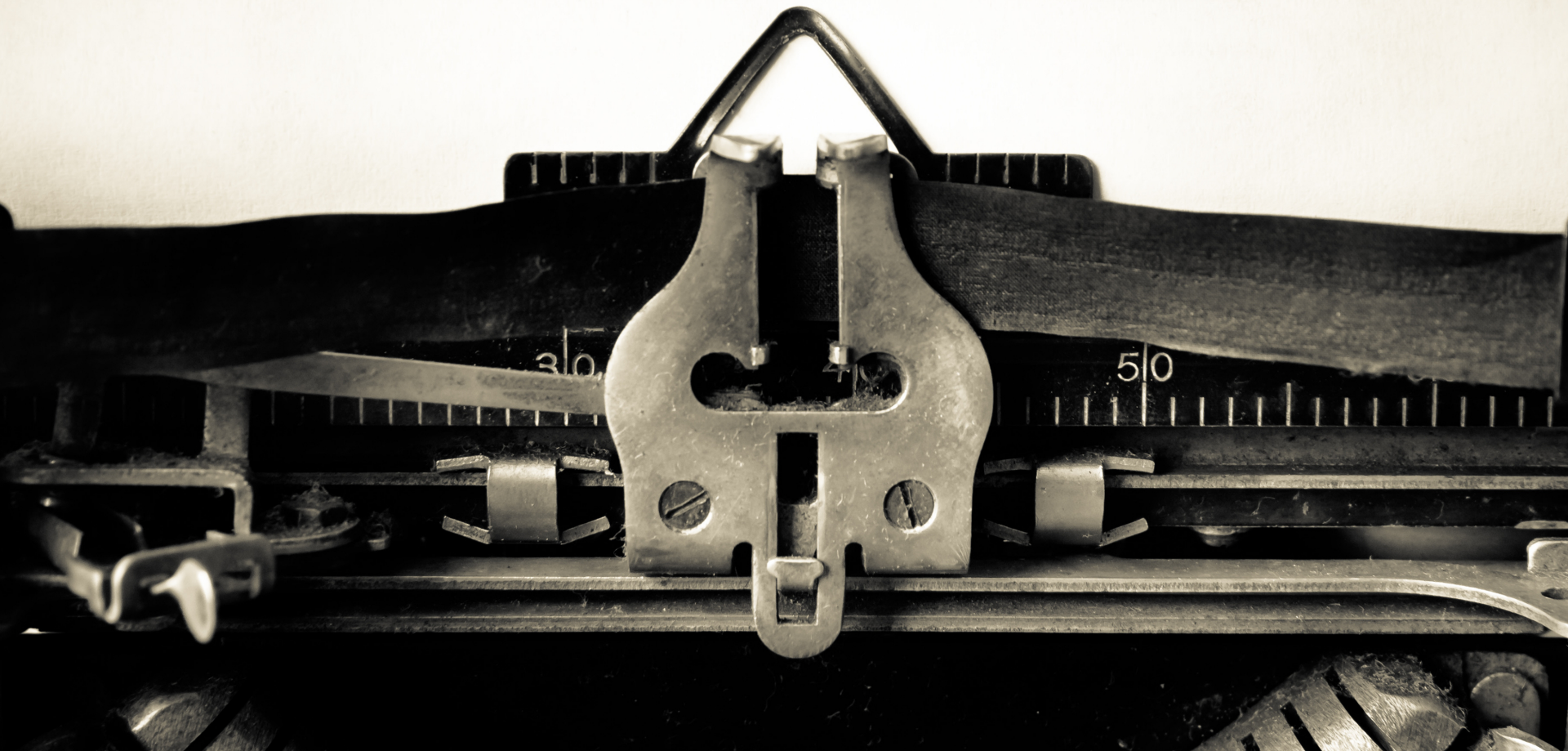


5 POINT GAME PLAN

1. Tee Up
2. Agenda
3. Ground Rules
4. Technology
5. Environment Scan

#2 - MAKE IT MEANINGFUL

Work smarter not harder



MAKE IT MEANINGFUL PRACTICES

- Relevant?
- Necessary?
- Right Medium?

#3 - THE SHOW MUST GO ON



Diana Ross, Central Park Concert 1983, Jim Nelson, The New York Times

THE SHOW MUST GO ON PRACTICES

- Rehearse
- Be Fully Present
- Have a Plan B

#4 - REVERSE STANDING OVATION



REVERSE STANDING OVATION PRACTICES

- Finish Strong
- Leave them wanting more
- Applaud Your Audience

#5 - SHARE THE STAGE



SHARE THE STAGE PRACTICES

- Be Generous
- Cede the Floor
- Dialogue vs. Monologue

#6 - ENERGY + PASSION



ENERGY + PASSION PRACTICES

- Be the Energy You Want To Feel

#7 - BE AUTHENTIC



BE AUTHENTIC PRACTICES

- Be Honest
- Willing to be Uncomfortable

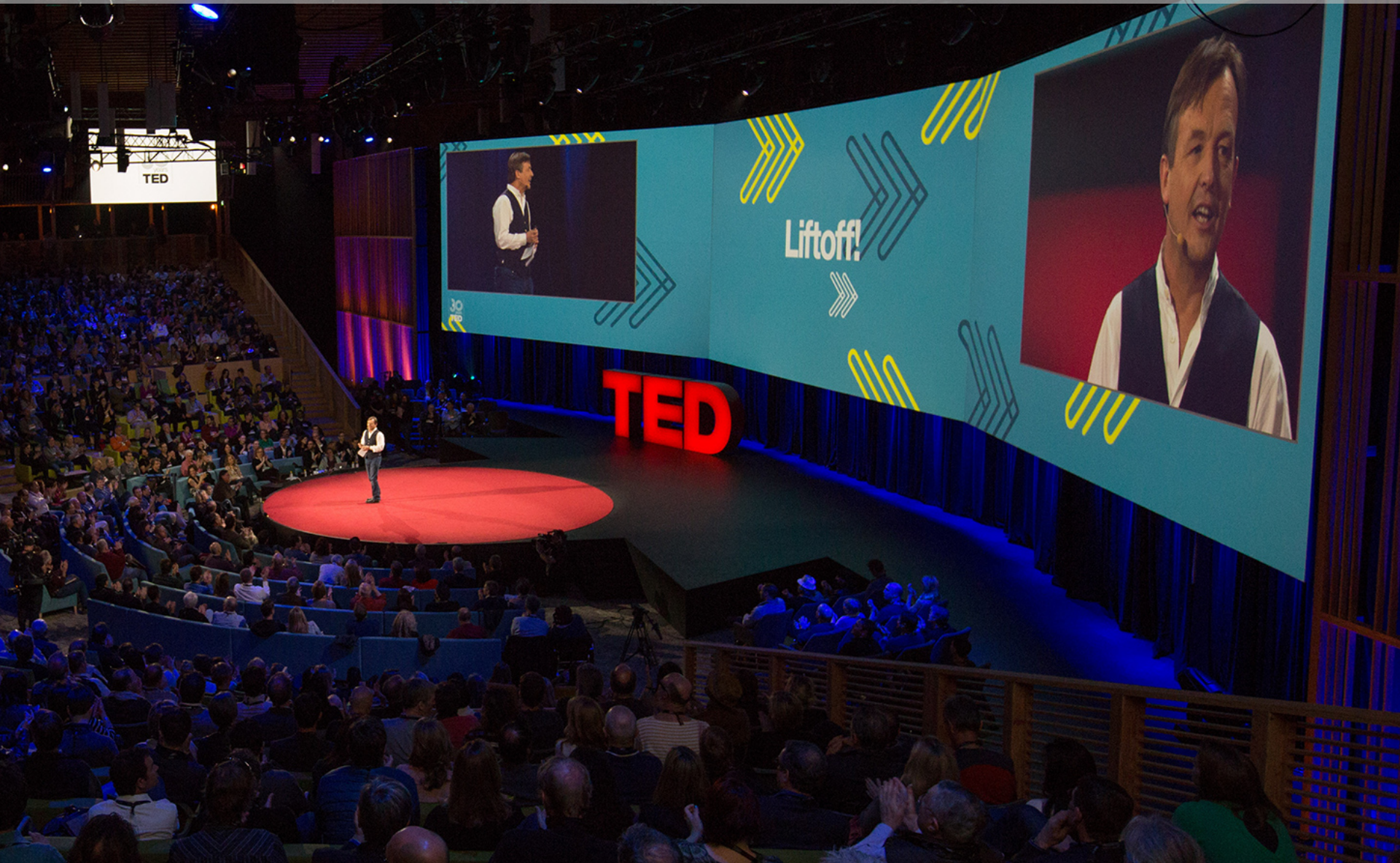
#8 - BE CLEAR + CONCISE



BE CLEAR + CONCISE PRACTICES

- What's Your **BIG** Idea?
- Twitterize It!

#9 - THINK TED



THINK TED PRACTICES

- 18 Minutes
- Meaningful Topics
- Innovative Ideas
- Compelling Delivery



Thank you for your time!



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**VIRTUAL
PRESENCE**

ENGAGE, INSPIRE, MOTIVATE AUDIENCES IN
A VIRTUAL ENVIRONMENT

**NEXT WEBINAR:
HOW TO ENGAGE A DISTRACTED
VIRTUAL AUDIENCE**

**THURSDAY, OCTOBER 27, 2015
10AM PACIFIC**

To get the link: info@tao-leadership.com

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