



## Virtual Presence: How to Engage a Distracted Virtual Audience

Rasheryl McCreary

CEO, Executive Coach  
TAO Leadership Development

# Moderator

Pamela Slim  
*Best Selling Author +  
Community Building Expert*





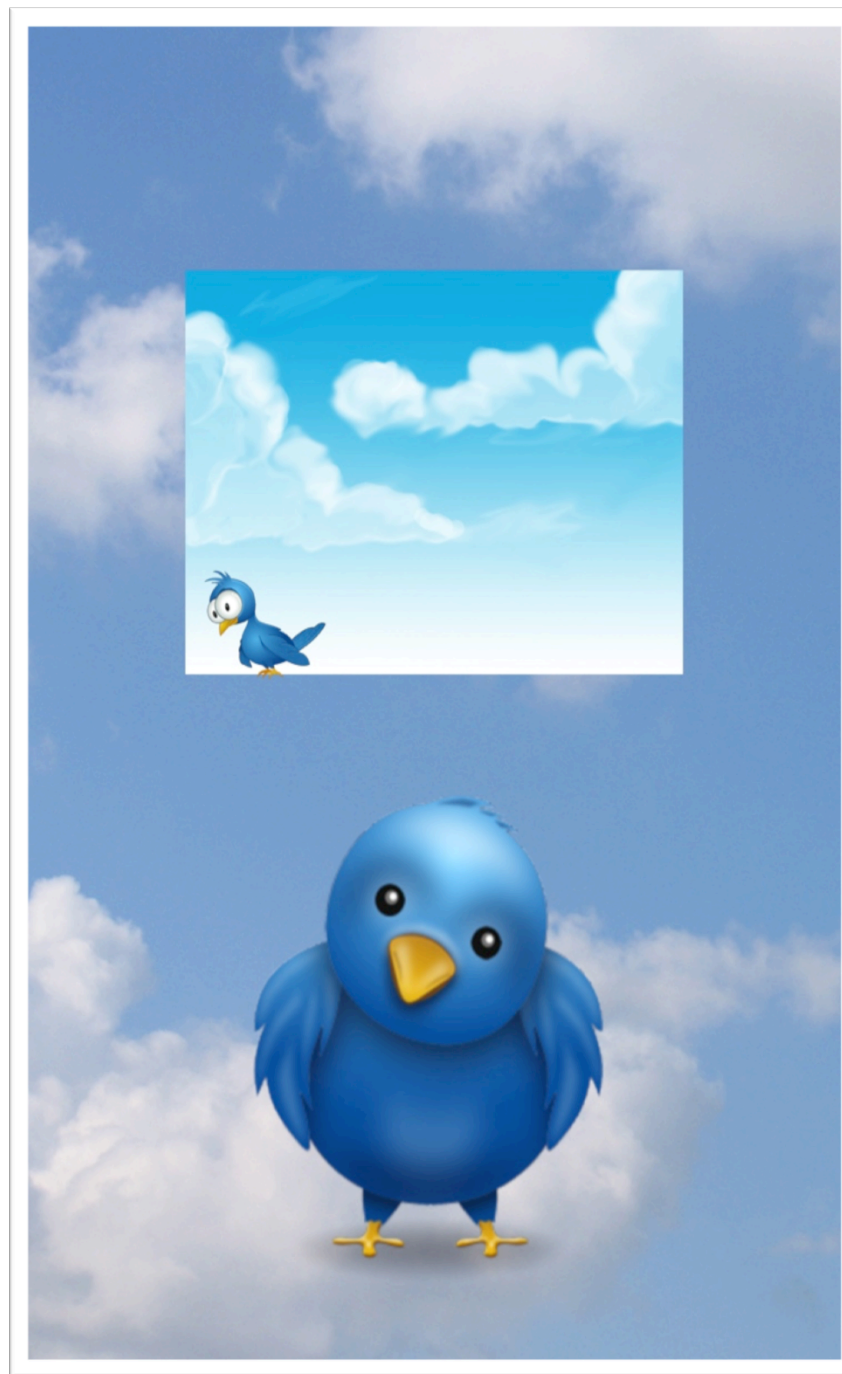
Follow us:

**@GoToWebinar**

**#GoToWebinarWBR**

**@TAO\_LEADERSHIP**

**#VirtualPresence**



# Q & A

The image shows a screenshot of the GoToWebinar Control Panel. The window title is "GoToWebinar Control Panel". It has a sidebar on the left with icons for navigation, audio, chat, and help. The main content area is divided into two sections: "Audio" and "Questions".

**Audio Section:**

- Use:  Telephone,  Mic & Speakers
- Muted status: **MUTED** (indicated by a red microphone icon)
- Talking: (indicated by a green hand icon)

**Questions Section:**

- A large empty text area for questions.
- Placeholder text: "Type question here."
- A "Send" button at the bottom right.

Below the Questions section, the webinar title and ID are displayed:

**How SMBs Can Expand Their Training Reach**  
Webinar ID# 915-121-936

The GoToWebinar logo is at the bottom.

Two blue-bordered boxes are overlaid on the screenshot. One box highlights the "Questions" section of the control panel, and the other box highlights a larger, more detailed view of the "Questions" section, which includes the text "Type questions and comments" and a "Send" button.



LEADERSHIP  
DEVELOPMENT.™

Creatively Leveraging Authenticity.™

# Welcome

**Rasheryl McCreary**

CEO, Executive Coach

TAO Leadership Development

## **Virtual Presence:** **How to Engage a Distracted Virtual Audience**

[www.tao-leadership.com](http://www.tao-leadership.com)

[info@tao-leadership.com](mailto:info@tao-leadership.com)

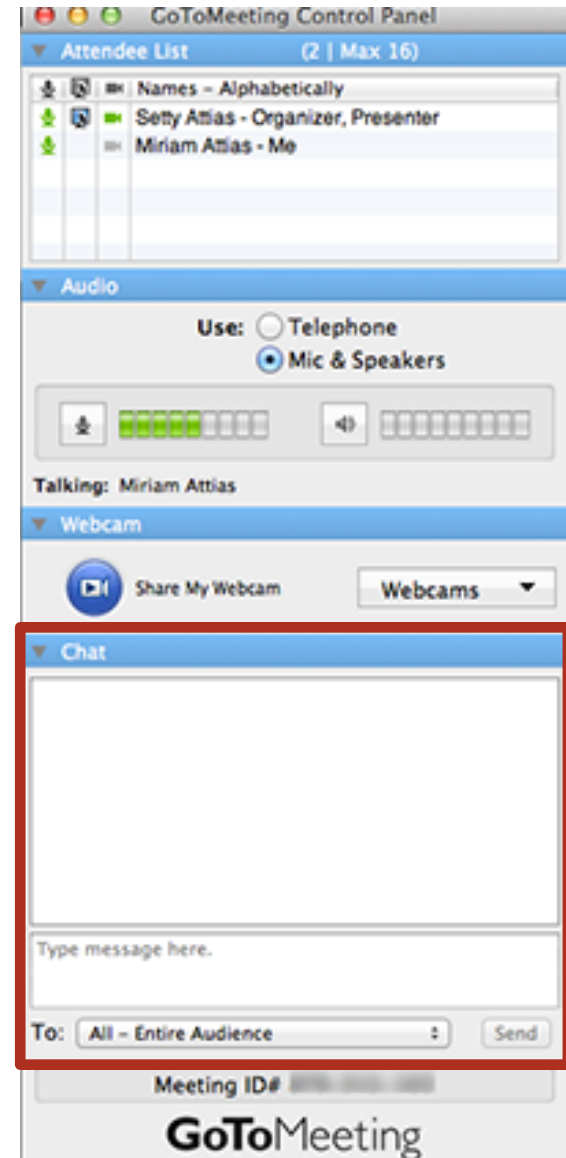
# VIRTUAL CHECK-IN

- ★ Name + Role
- ★ Organization
- ★ Best EVER Virtual Meeting/Training



# CHAT FEATURE

- ★ Type text into content box & hit send



Executive Coaching & Training  
Firm that helps leaders  
elevate their **authentic  
personal brand** by teaching  
them to communicate in ways  
that **engage, inspire,** and  
**motivate** others.





# 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



Booz | Allen | Hamilton



Deloitte.

Exelon.



HBO



OLIVER WYMAN



Raytheon



Time Warner



HARVARD  
BUSINESS SCHOOL



Queen's  
UNIVERSITY



“

You can have brilliant ideas, but if you can't get them across, your ideas won't get you anywhere.

Lee Iacocca



# VIRTUAL PRESENCE

the ability to communicate  
*authentically* in a virtual  
environment, in ways that  
*engage, inspire, and motivate*  
others.

# This Webinar Will Cover:

techniques to engage a  
Distracted Virtual Audience  
and make your virtual  
meetings/trainings more  
interactive



# The **CHALLENGES** of Communicating in a Virtual Environment

# STAT #1

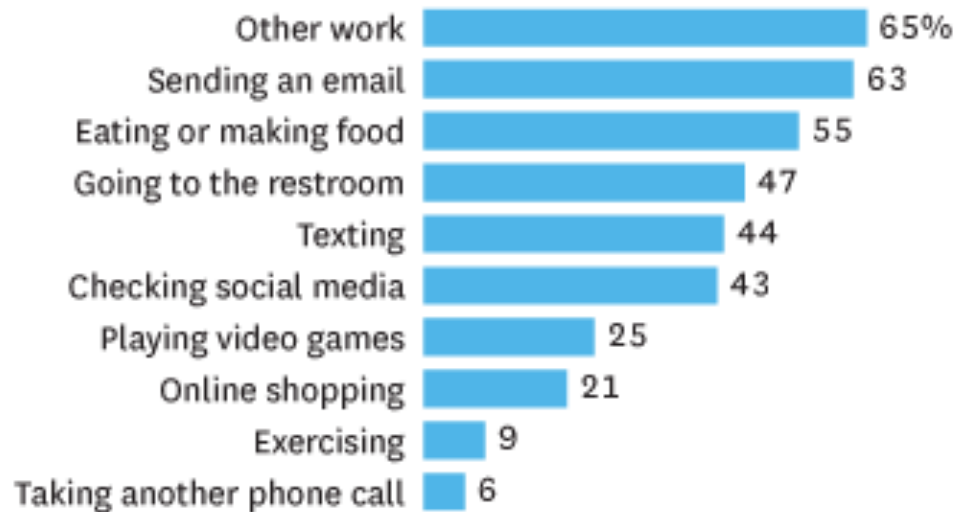
As of 2014, **1 billion +** people – more than **30%** of the global workforce – work remotely.

Source: SHRM

# STAT #2

---

## WHAT ELSE ARE EMPLOYEES DOING DURING A CONFERENCE CALL?



SOURCE INTERCALL

HBR.ORG

Source: <https://hbr.org/2014/08/what-people-are-really-doing-when-theyre-on-a-conference-call/>

# STAT #3

## What Engages a Virtual Audience:

- **32%** = Passionate/High Energy Speaker
- **38%** = Interesting/Relevant Content
- **15%** = Visual Slides
- **15%** = Interaction with Speaker/Attendee

Source: Citrix GoToTraining Resource: <http://www.gotomeeting.com/webinar/hd-video-conferencing-resources/documents-reports/6-webinar-stats-you-should-know#.VducB9NVikp>

3

**BIG PROBLEMS**



**YOU CAN'T SEE THE AUDIENCE, THEY  
CAN'T SEE YOU**







**YOU AND YOUR AUDIENCE  
ARE DISTRACTED**

# TECHNOLOGY





“

If you can hold the **attention** of children, you can **educate** them.”

- Malcolm Gladwell



Photo Credit: 2015 Sesame Workshop

# 7

## TECHNIQUES

To **engage** your audience and  
make your virtual meetings  
more **interactive**

# 1. KNOW YOUR AUDIENCE



# PUT YOURSELF IN THEIR SHOES:

- ★ What do I **GAIN**?
- ★ What do I **LOSE**?
- ★ What is my **ENVIRONMENT**?

# 2. VIRTUAL CHECK-IN





# VIRTUAL CHECK-IN + PASS THE MIC

- ★ Each person provides a brief status update to the group
- ★ Can be personal/professional

# BENEFITS – VIRTUAL CHECK-IN (PASS THE MIC)

- ★ Allows individuals to share positive updates or challenges
- ★ Fosters authentic engagement and support
- ★ Builds relationships

# 3. VIRTUAL HOT SEAT



# VIRTUAL HOT SEAT

- ★ Select an individual or team to share a challenge or question
- ★ Provide real-time feedback and laser coaching

# DEMO: VIRTUAL HOT SEAT

- ★ What is your biggest challenge in leading virtual meetings?



# BENEFITS – VIRTUAL HOT SEAT

- ★ Provide real-time feedback and coaching
- ★ Engage the entire group in a meaningful, interactive teaching moment
- ★ Crowdsourcing solutions with group

# 4. PECHAKUCHA

PECHA KUCHA

Japanese: ペチャクチャ (chit chat)

# PECHAKUCHA

- ★ Japanese for “chit-chat”
- ★ Presentations = 20 slides x 20 seconds each (6 min, 40 sec)
- ★ Presenters must be clear, concise, and fast-paced





# BENEFITS – PECHAKUCHA

- ★ Eliminates excess and creates shorter, more interesting and polished presentations
- ★ Helps speakers think more about how much the audience wants to hear rather than what they have to say
- ★ Flexible format for individual/group project reviews, presentations, and internal meetings
- ★ Forces speaker to consider the question: What will my audience have learned as a result of this presentation?
- ★ Tip from Mark Murphy, best-selling author: Describe the presentation in 30 seconds, then a single sentence, then 3 words

# 5. GUIDED BODY BREAK



# GUIDED BODY BREAK

- ★ A short break, involving movement or some form of physical activity, designed to refresh and reinvigorate your virtual audience.

# BENEFITS – GUIDED BODY BREAK

- ★ Taking regular breaks from mental tasks improves productivity and creativity – skipping breaks can lead to stress and exhaustion.”  
– *New York Times*
- ★ “Even brief diversions from a task can dramatically improve one’s ability to focus on that task for prolonged periods.”  
– *PsychCentral*

New York Times [http://www.nytimes.com/2012/06/17/jobs/take-breaks-regularly-to-stay-on-schedule-workstation.html?\\_r=0](http://www.nytimes.com/2012/06/17/jobs/take-breaks-regularly-to-stay-on-schedule-workstation.html?_r=0)  
<http://psychcentral.com/news/2011/02/09/taking-breaks-found-to-improve-attention/23329.html>



# 6. GAMIFICATION



“

If you can gamify the process, you are rewarding the behavior and it's like a dopamine release in the brain.

**Humans like a game.”**



- Frank Farrall



# GAMIFICATION

- ★ Using gaming elements in learning environments to engage and motivate participants
- ★ Examples of how to use gaming:
  - Point Tracking System
  - Reward/Prize
  - Badges
  - Leaderboard

# BENEFITS – GAMIFICATION

- ★ Makes meeting/training more effective by making it more interesting: adds fun, competitive elements
- ★ Increases participant motivation and retention
- ★ Provides a sense of personal accomplishment in reaching a new level
- ★ Reduces complex material to bite-sized chunks, making it easier to digest/learn

# 7. FLIPPED MEETING MODEL



# FLIPPED MEETING MODEL

- ★ Based on the “Flipped Classroom” model
- ★ Instructional content reviewed outside the meeting room, often online
- ★ Meetings become experiential, where participants put learned concepts into action

# BENEFITS – FLIPPED MEETING MODEL

- ★ Saves time by allowing participants to review the materials BEFORE the meeting
- ★ Boosts participant engagement, motivation, and performance
- ★ Creates a strong sense of engaged community through peer-to-peer interaction/learning rather than lectures
- ★ Shifts the responsibility of engagement and interactivity to the audience

# 7 TECHNIQUES TO ENGAGE A DVA

- #1. KNOW YOUR AUDIENCE**
- #2. VIRTUAL CHECK-IN**
- #3. VIRTUAL HOT SEAT**
- #4. PECHAKUCHA**
- #5. GUIDED BODY BREAK**
- #6. GAMIFICATION**
- #7. FLIPPED MEETING MODEL**



Thank you for your time!



[www.tao-leadership.com](http://www.tao-leadership.com)



[info@tao-leadership.com](mailto:info@tao-leadership.com)



[in/rasherylmccreary](https://www.linkedin.com/in/rasherylmccreary)



**Download the full deck at:**

**[www.tao-leadership.com/engage](http://www.tao-leadership.com/engage)**

**VIRTUAL  
PRESENCE**

ENGAGE, INSPIRE, MOTIVATE AUDIENCES IN  
A VIRTUAL ENVIRONMENT

**NEXT WEBINAR:  
HOW TO INSPIRE + MOTIVATE IN  
A VIRTUAL ENVIRONMENT**

**THURSDAY, NOVEMBER 19, 2015  
10AM PACIFIC**

To get the link: [info@tao-leadership.com](mailto:info@tao-leadership.com)

[www.tao-leadership.com](http://www.tao-leadership.com)

## PERSONAL BRANDING

Brand Y.O.U.™ For Executives

## EXECUTIVE PRESENCE/COMMUNICATION SKILLS

Stand & Deliver: Executive Presence™

Stand & Deliver: Virtual Presence™

Stand & Deliver: Persuasive Presentations™

Stand & Deliver: Strategic Storytelling™

Stand & Deliver: The Perfect Pitch™

Stand & Deliver: Authentic Feedback™

Email: [rasheryl@tao-leadership.com](mailto:rasheryl@tao-leadership.com)

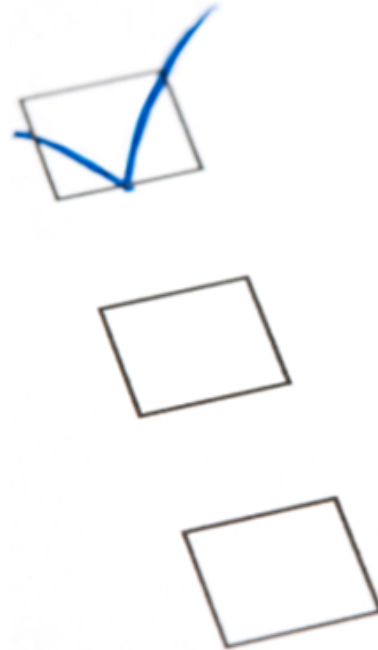
Phone: 216-374-2282

[www.tao-leadership.com](http://www.tao-leadership.com)



## How'd we do?

Please fill out the survey that opens *after* you leave the webinar





Thank you!



Work better. Live better.