



**Welcome**

**Rasheryl McCreary**

CEO, Executive Coach

TAO Leadership Development

**Virtual Presence:**

**How to Inspire and Motivate in a Virtual Environment**

# 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

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.

“

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:

- ★ The difference between inspiration & motivation
- ★ How to use stories and metaphors in a virtual environment
- ★ Simple tricks to deliver a compelling call to action



**Inspiration**

**vs**

**Motivation**



# **INSPIRE**

- 1. Evoke an emotional response**
- 2. To fill (someone) with the urge or ability to do or feel something, especially to do something creative, above and beyond, or extraordinary**

# EMOTION



# **MOTIVATE**

- 1. Stimulate someone to move to action**
- 2. Provide someone with the motive(s) to do something**

# TAKE ACTION



# 5

## WAYS

to use stories and metaphors  
in a virtual environment

“

Forget about PowerPoint  
and statistics... to involve  
people at the deepest level,

**YOU NEED STORIES**



Harvard Business Review

# STORYTELLING:

The brains of storytellers and their listeners actually sync up



Source: Discover Magazine July 2010 - <http://ititybitturl.com/33HG>

# 20X

more memorable  
than facts alone



Stories  
**motivate** us  
to move  
**away** from  
or **toward**  
something



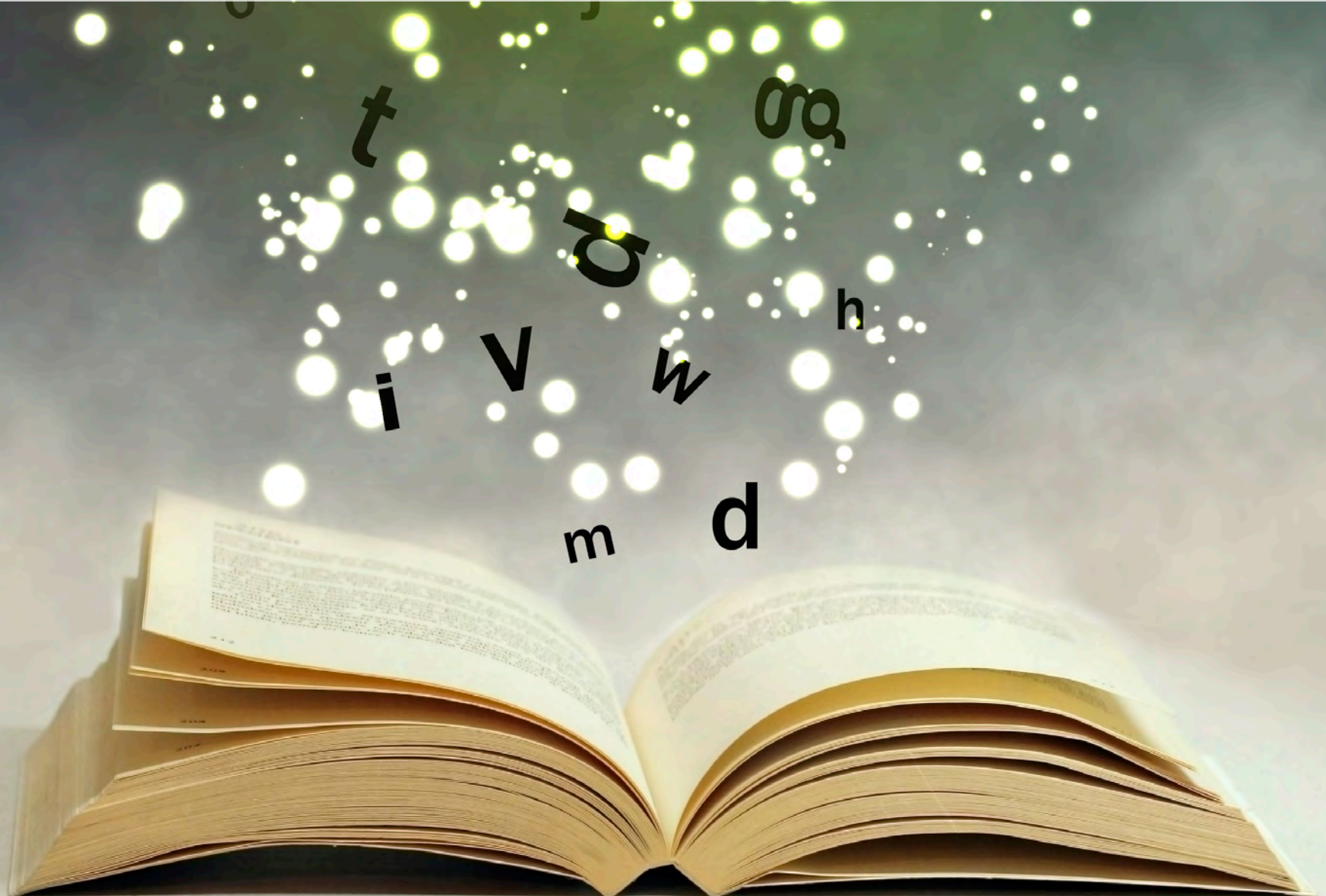
# 1. USE PERSONAL STORIES



# SHARE A PERSONAL STORY

- ★ Reveals something about yourself
- ★ Fosters authenticity
- ★ Makes you relatable to the audience

# 2. USE STORIES/METAPHORS TO SIMPLIFY



# USE STORIES/METAPHORS TO SIMPLIFY

- ★ Help your audience understand dry/complex information
- ★ The brain is more engaged making stories more memorable
- ★ Provides broader context for statistics, data, or technical info

# 3. USE METAPHORS AS HEADLINES



# USE METAPHORS AS HEADLINES

- ★ Headlines grab attention
- ★ Headlines engage the audience
- ★ Must have the 3Cs

# WHAT IS A METAPHOR?

- ★ **A direct comparison between two unrelated or indirectly linked things**
- ★ **Creates strong images that helps your headline stand out**
- ★ **Makes content memorable**



# HOW TO USE A METAPHOR

- ★ Identify the essence of the message
- ★ Think of other instances where the same characteristic, idea, and emotion applies
- ★ Choose a metaphor that will best relate to your audience

# 4. USE STORIES TO TEACH



Photo Credit: [process.sougwen.com](http://process.sougwen.com)

# USE STORIES TO TEACH SPECIFIC LESSONS

- ★ Primal form of communication and teaching/learning
- ★ Makes information digestible
- ★ Stories are sticky

# 5. USE STORIES TO BUILD COMMUNITY



# USE STORIES TO BUILD COMMUNITY

- ★ Stories bring people together
- ★ Stories illuminate shared experiences + create a common bond
- ★ Stories shape the group's identity

# FROM STORY TO CTA



# CALL

# TO ACTION



# 4 SIMPLE TRICKS TO CREATE A COMPELLING CTA

1. A clear, specific request
2. Delivered with expressiveness
3. Ride the wave of inspiration + motivation
4. Focus on the benefits for your audience



# DON'T SAY:

- ★ What I'd really like you to do is...
- ★ It would make me happy if you would...
- ★ Please help me...

# DO SAY:

- ★ Allocate two team members for the XYZ project...
- ★ Create a dedicated team or committee to do the research...
- ★ Attend the new training program on...

# RECAP

- ★ INSPIRE vs MOTIVATE
- ★ 5 WAYS TO USE STORIES/METAPHORS
  1. USE PERSONAL STORIES
  2. USE STORIES/METAPHORS TO SIMPLIFY
  3. USE METAPHORS AS HEADLINES
  4. USE STORIES TO TEACH
  5. USE STORIES TO BUILD COMMUNITY
- ★ CALL TO ACTION



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)

## 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)

