

ADVISER WEBINAR SERIES: CRUCIAL CONVERSATIONS, TIME TO TALK, TIME TO LISTEN

PART 1: TONY BULMER'S TOP TIPS ON VIRTUAL COMMUNICATION

PREPARATION

- Plan out the main points that you want to cover
- Have your desired outcome in mind
- Create strategies for keeping the discussion on track
- Distribute agendas ahead of time
- Create a variety of ways to distribute your information

LEADERSHIP & AUTHORITY

- Plan and prepare what you are delivering
- Be clear in the language that you use
- Stop using filler words that weaken your message ("I think", "maybe")
- Pause more. Don't be afraid to stop and think before you answer
- Be honest. Both with what you know, and when you don't know something

VARY YOUR 'ON-SCREEN' INFORMATION

- Create slides with a variety of information – charts, graphs, images
- Keep slides simple
- Change between slides and you speaking on-screen
- Verbally 'point' to information that you want to emphasise
- Remember the 5 x 5 rule - no more than 5 bullet points per slide, no more than 5 words per bullet point

GETTING IT RIGHT

- This is new for everyone
- Try new techniques
- Assess how you went
- Ask for feedback
- Have fun!!

KEEPING PEOPLE ENGAGED

Content

- Vary your content - use examples, stories, analogies
- Personalise your content to your audience
- Use the word 'you' to connect with your audience

Delivery

- Use natural, conversational language
- Ask questions
- Refer to people by name when answering questions
- Regularly check in for any questions and to make sure people understand

Logistics

- Be on time, run on time
- Plan for breaks
- Consider banning other devices

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