



HOW TO IMPROVE A BRAND ON zoom

**HOW ARE YOU
SHOWING UP LATELY?**



WE NEED TO APPROACH OUR VIDEO MEETINGS WITH
THE SAME LEVEL OF CARE AND INTENTIONALITY AS
WE DO OUR IN-PERSON MEETINGS.

HOW WE SHOW UP DEFINES US AND DEFINES OUR PERSONAL BRAND.

“When we are intentional about bringing our best self or our authentic self to our video meetings, our value gets communicated and we make a positive impression.”

~Coretta Frazier





A reality of remote meetings that you may/may not have realized by now is that your environment matters.

- BACKGROUND VISUAL DISTRACTIONS ARE AMPLIFIED WHEN YOU'RE ON A VIDEO CALL.
- HOW CAN YOU ENSURE THAT YOUR HOME OFFICE ENVIRONMENT REINFORCES YOUR ORGANIZATION'S BRAND, ESPECIALLY FOR CALLS WITH EXTERNAL STAKEHOLDERS OR CUSTOMERS YOU ARE PRESENTING TO OR MEETING WITH?

PRE-CORONAVIRUS, YOU LIKELY NEVER INTENDED TO INVITE ALL YOUR MEETING ATTENDEES INTO YOUR HOME.

But now that's a reality!



WE ARE NOW MORE THAN EVER HAVING TO:

- FOCUS ON THE ELEMENTS OF OUR SPACE AND HOW IT AMPLIFIES OUR BRAND.
 - WE HAVE TO CLEAR THE CLUTTER AND GET RID OF THE THINGS THAT WILL DISTRACT FROM WHO WE ARE ON ZOOM AND WHAT WE WANT TO SAY.
 - LOOK AT OUR HOME-BASED OFFICE FROM THE EYES OF OUR VIEWERS.
- WHAT'S IN THE BACKGROUND?
 - WHAT STORY IS YOUR BACKDROP TELLING ABOUT YOU.
 - IS IT A STORY THAT DETRACTS FROM THE MEETING YOU'RE JOINING?
 - DOES IT REINFORCE YOUR ORGANIZATION'S VALUES, MISSION, CREDIBILITY?

7 IMPORTANT WAYS

TO SHOW UP AND IMPROVE YOUR BRAND ON ZOOM

- PREP IN ADVANCE
- GET FULLY DRESSED
- INCLUDE YOUR LOGO
- MAKE YOUR OWN BACKDROP
- INCLUDE MEANINGFUL ART
- STAY ON VIDEO (IF POSSIBLE)
- SHARE WHAT YOU KNOW
- NETWORK

"Video enables you to connect with each other in a way that is more authentic."

If authenticity and connection are part of your brand values, this tactic is even more relevant for reinforcing your brand and who you are.



Job Search Roadmap

E-Book

A STEP-BY-STEP GUIDE
TO IMPLEMENTING A
TARGETED JOB SEARCH



PROFESSIONAL MANAGEMENT



HOW WE HELP CAREER SEEKERS & STUDENTS

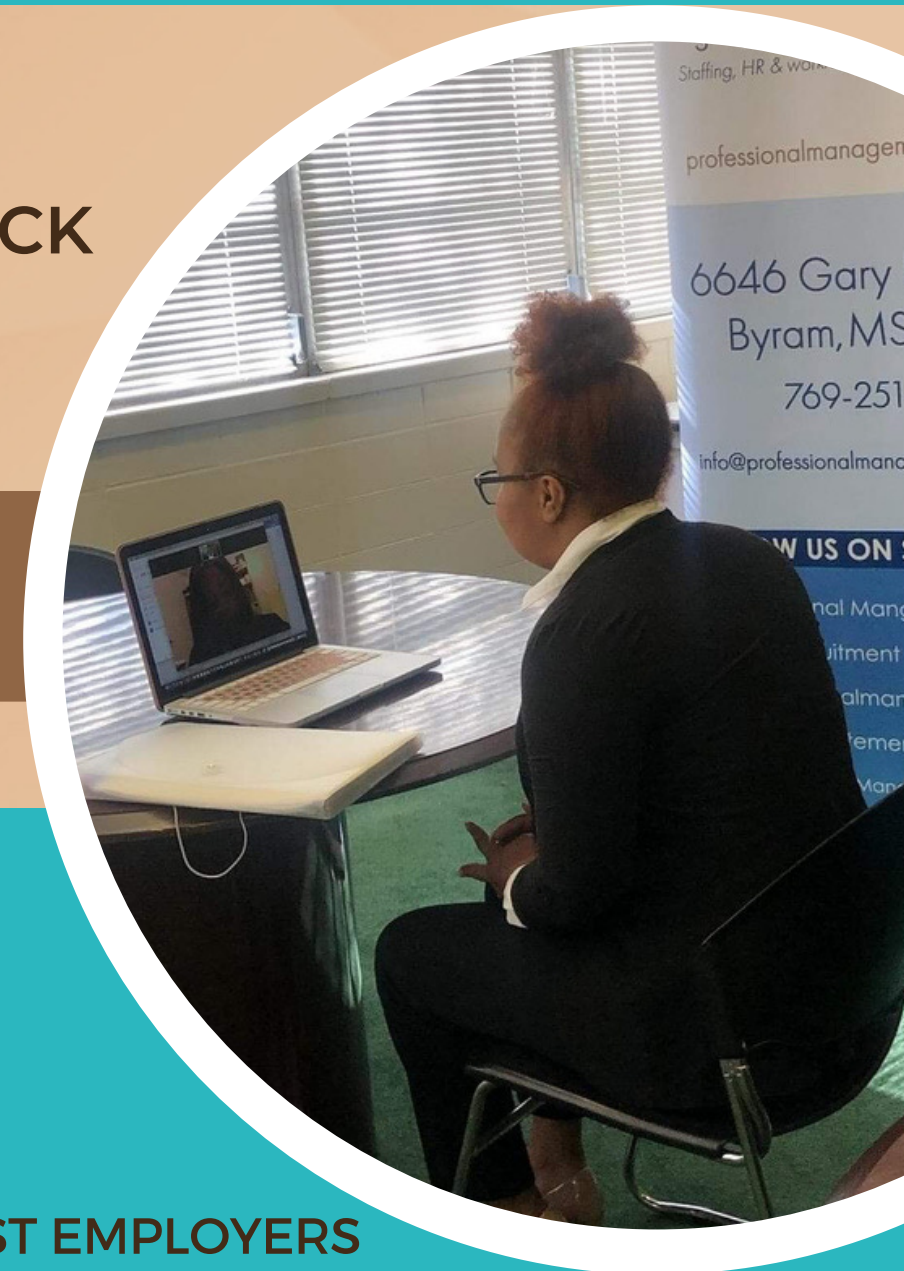
JOB READINESS

- JOB SEARCH ROADMAP
- MOCK INTERVIEWS WITH FEEDBACK
- INTERVIEWING GUIDE
- RESUME CONSTRUCTION

HOW WE HELP EMPLOYERS

THE HR DILEMMA

- HIGH EMPLOYEE TURNOVER
- LOW RETENTION RATES
- LOW PRODUCTIVITY
- DISSATISFIED/DISGRUNTLED EMPLOYEES
- HIGHER RATE OF EEOC CLAIMS & LAWSUITS AGAINST EMPLOYERS
- LITTLE-TO-NO HR PERSONNEL
- UNDER-SKILLED TALENT POOL
- LONG RECRUITMENT PROCESSES
- HELP ATTRACTING THE RIGHT TALENT



HOW TO BRAND YOURSELF

BY MAKING SURE YOUR SURROUNDINGS ARE CLUTTER FREE, YOU ARE DRESSED APPROPRIATELY AND THAT AUDIO & VIDEO ARE ON AND WORKING PROPERLY WILL SHOW HOW SERIOUS YOU ARE ABOUT YOUR BRAND

- **USE THE BEST LIGHTING OPTION**
- **GET CLEAR WITH YOUR AUDIO**
- **FIND THE BEST ANGLE**
- **KEEP NOTES AT ARMS REACH**
- **MAINTAIN CORRECT POSTURE**
- **DOUBLE CHECK PRIOR TO TURNING ON LIVE VIDEO**





IN CLOSING!

DETAILS MATTER:

IF YOU DON'T APPEAR TO CARE ABOUT THE DETAILS OF YOUR OWN PERSONAL BRAND AND THE BRAND OF YOUR ORGANIZATION, WHY WOULD A POTENTIAL CLIENT, EXECUTIVE OR EMPLOYER TRUST YOU OR WHAT YOU HAVE TO OFFER?

CONSIDER THE **FINANCIAL IMPACT OF HOW THIS LACK OF CONFIDENCE MAY COST YOU, YOUR BUSINESS, POTENTIAL CLIENTS, CO WORKER, OR EXECUTIVES.**



QUESTIONS?

Let's Stay Connected!



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