

How to make the most of your video meetings

Check list

Video

- **Use video** for every meeting. /10
- **Use an HD webcam** and test prior to meeting. /10
- **Adjust head position:** Top of head should be 10% to 15% from the top of screen. /10
- **Look into the camera.** /10
- **Position camera** to eye level or slightly above. /10
- **Stay in the visual.** /10
- **What's your background is it dirty washing or professional – virtual background or stage your home.** /10

Total score /70

Lighting

- **Manage face lighting** so it's even with medium to light brightness and no dark shadows. /10
- **Reduce backlighting** and overheads that create dark faces and glare. /10
- **Use purpose-built video lights** such as ring lights or desk lights and dimmers /10
- **Use color temperature adjustments** for hue control; stay more white/blue than orange. /10
- **Green screen:** If room lighting is hard to control, use face lights and green screen with digital background photo. /10

Total score /50

You

- **Manage color contrast in clothing choices:** Avoid green with green screens; avoid black tops with dark backgrounds. /10
- **Think “important live meeting”:** Dress as if you were live; if unsure, dress up one level. /10
- **Avoid busy patterns.** /10
- **Remain 1.5 to 2 feet from the camera.** /10
- **Stay present:** Keep eyes on the camera, don't check phone, email, second screen, etc. /10

- **Keep good posture.** /10
- **Use facial expressions:** Don't overdo facial expressions (gets distracting) and don't not move at all (seemingly disengaged); most sellers are too understated and should project more. /10

Total score /70

Meeting Management

- **Open strong with rapport,** story, and engagement; be immediately audience - focused /10
- **Mechanics of open:** Review agenda, note tech options (e.g., virtual white board), review timing, ask what participants want out of the meeting. /10
- **Collaborate:** Involve your audience; use virtual white boards and ask questions to generate discussion and get buy-in. /10
- **Use on-screen visuals** to spur sharing. /10
- **Check in:** Ask periodically if people are getting what they expect. /10
- **Mechanics of close:** Know when you will close up, check in with enough time before the wrap to ask perception questions (e.g., Did you get what you hoped for? Did we miss anything? /10
- **Summerise any next steps:** Book the next meeting on the call. /10
- **Follow up with written summary.** /10

Total score /80

Building/maintaining Rapport

- **Create time/space for rapport;** be deliberate. /10
- **Kick off with, "How are you?":** Lead with empathy and listen. /10
- **Ask specific rapport questions:** Proactively ask non-work questions to humanise discussion. /10
- **Don't be mechanical:** Laugh and have fun; remain professionally balanced. /10
- **Keep video on:** Seeing you builds rapport/trust. /10
- **Demonstrate** capability, integrity, and dependability. /10
- **Build rapport with email:** Add personality to your emails; rapport is not just for meetings. /10

Total score /70

Action points

Pick one thing from each section with a low score which would have a significant impact on the success of your video meetings and make a plan to change one or two things that would improve your score, for example