

# **FIRING UP** THE BORED (ZOOM) ROOM

**Professional Insurance & Financial Advisors Association of  
the Philippines**

***25 March 2021***



COMMUNICATION



CUSTOMIZATION



CONNECTION

# 3Cs OF VIRTUAL MEETINGS & PRESENTATIONS

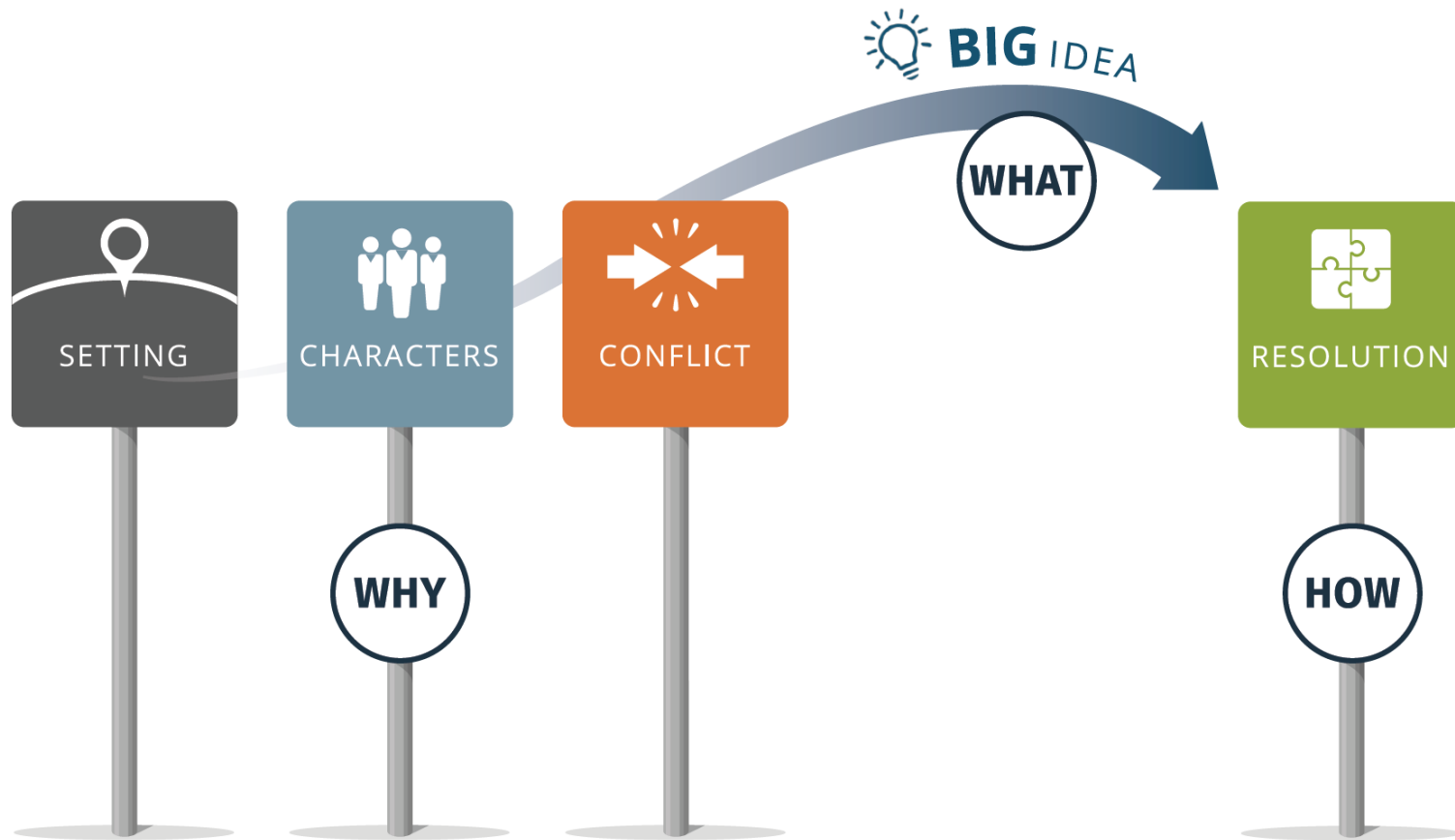


- **Tailor the message and visuals to the audience.**



**HOW TO CUSTOMIZE**

# TELL THE STORY

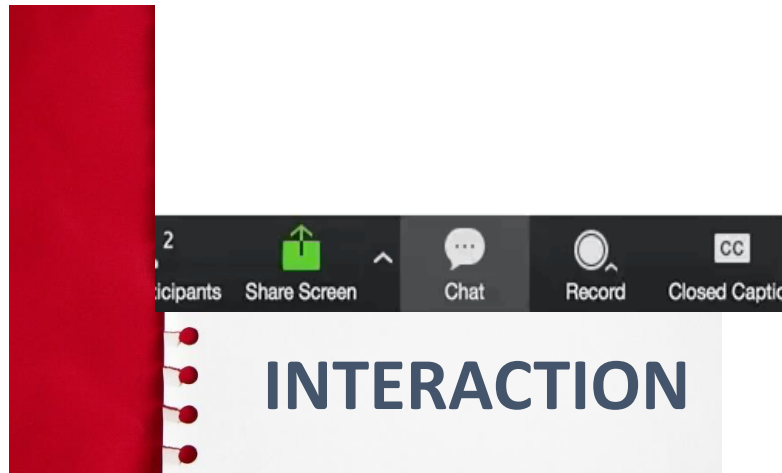
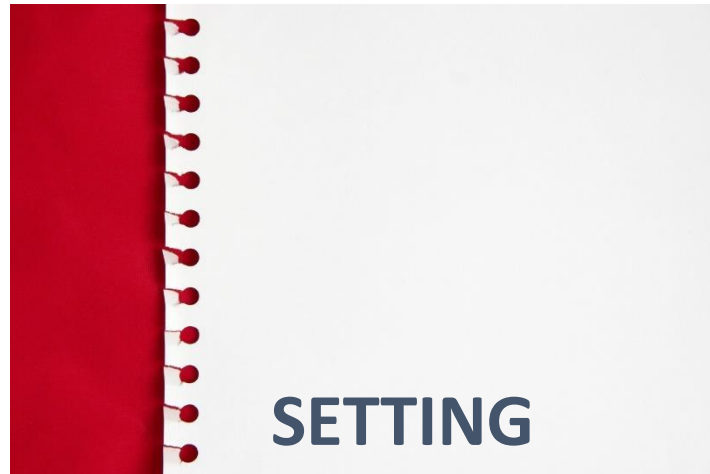


Source: The Presentation Company

- Incorporate in the deck visuals to create conversation.



**HOW TO CUSTOMIZE**





# DESIGN OF SLIDES

One point per slide

# DESIGN OF SLIDES

## Types of Stocks

### Blue Chips



Have a reputation of quality, reliability and profitability

### Growth Stocks



Are expected to regularly rise in value

### Defensive Stocks



Provide a regular dividend and stable earnings

### Income Stocks



Pay high dividends

### Value Stocks

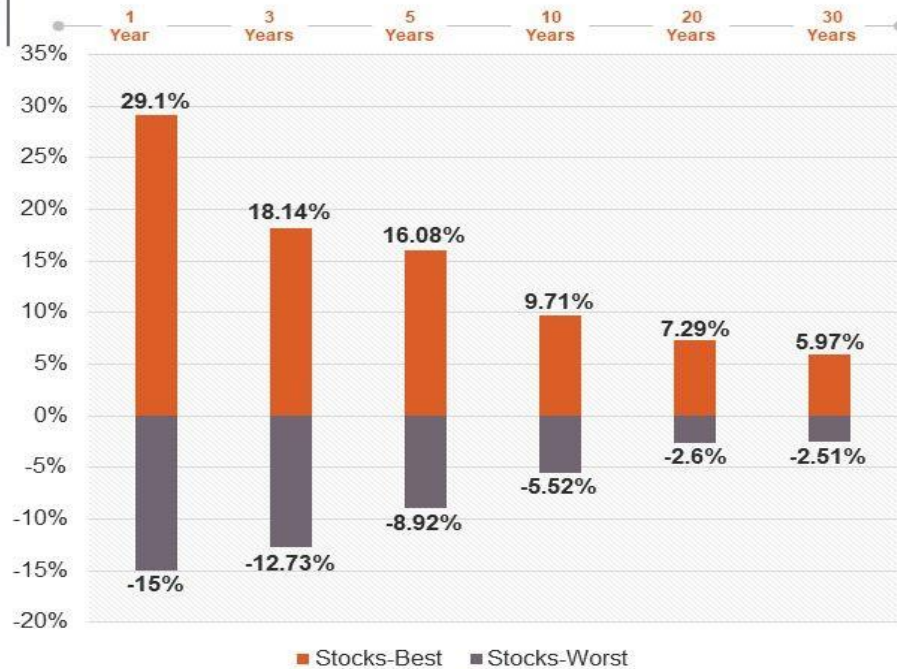


Investors think they are undervalued compared with the companies' assets

This slide is 100% editable. Adapt it to your needs and capture your audience's attention.

# DESIGN OF SLIDES

## Stocks Best & Worst Performance



### 01

*This slide is 100% editable. Adapt it to your needs and capture your audience's attention.*

### 02

*This slide is 100% editable. Adapt it to your needs and capture your audience's attention.*



COMMUNICATION



CONNECTION

# 3Cs OF VIRTUAL MEETINGS & PRESENTATIONS



CUSTOMIZATION



# MEANINGFUL CONNECTION

**T** - ransparent

**R** - ational

**U** - nderstanding

**E** - motion



# TRANSPARENT

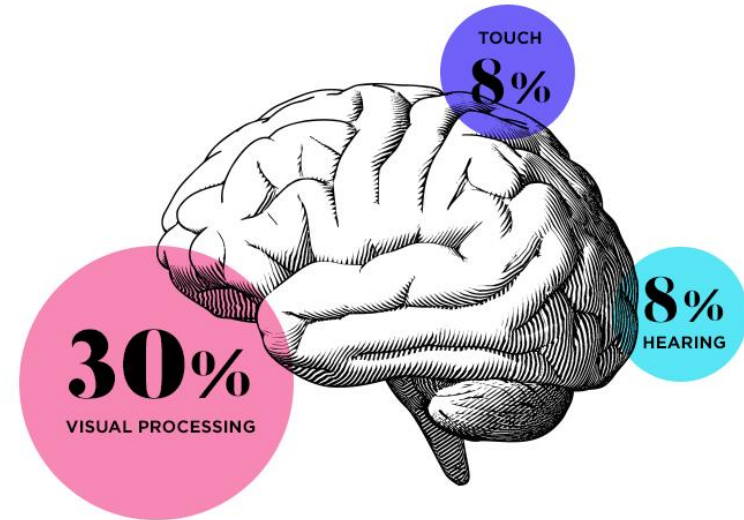
- Seek connection, not perfection.



# RATIONAL

- Present facts and figures in a simple way.

## information PROCESSING



# UNDERSTANDING

- Make it personal by learning the clients' stories.



# EMOTION

- Know how to read facial expression.



# TIPS IN **FIRING UP** THE BORED (ZOOM) ROOM



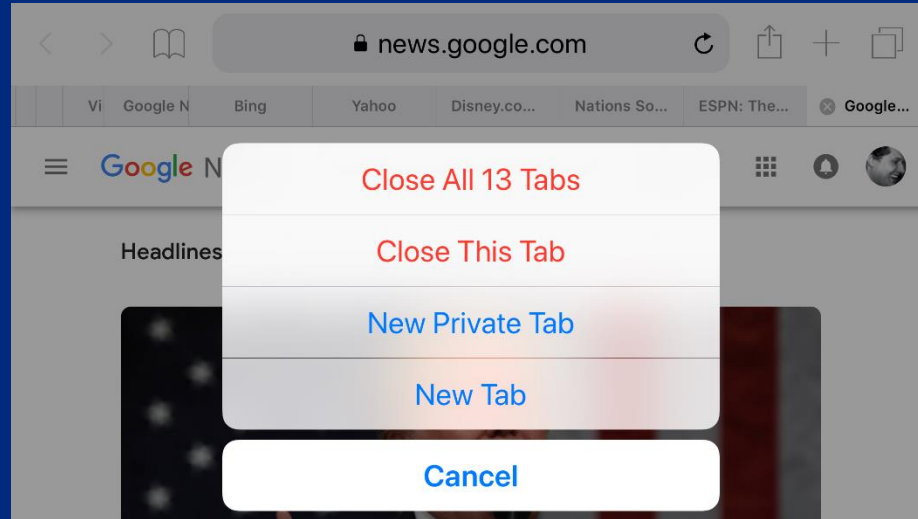


**PREPARE**

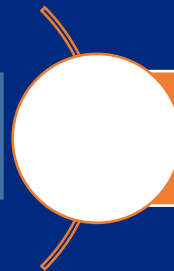


**TO CONNECT**





**PREPARE**



**TO CONNECT**



Internet 3Mbps  
min. upload rate



HD  
Video Camera



Microphone  
Condenser



Well-lit speech  
station



Noise-free  
studio



Videocon  
familiarity



Mic & camera  
setup in 60 secs.



Clean video  
background



Presenter's face  
visibility



Presenter's  
voice audible



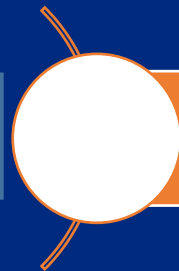
Dress up



Wifi but  
LAN preferred



**PREPARE**

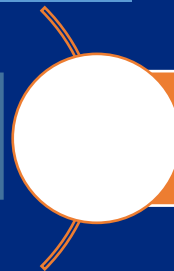


**TO CONNECT**

- Greet everyone and look at the camera.
- Have a quick personal catch-up.



**AS YOU START**

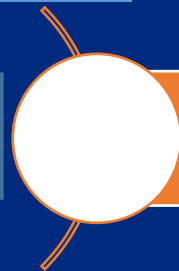


**TO CONNECT**

- Use “video on” mode.
- Enable chat.



**AS YOU START**

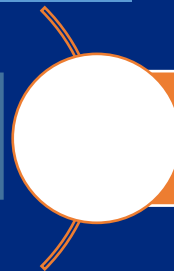


**TO CONNECT**

- Manage expectations.



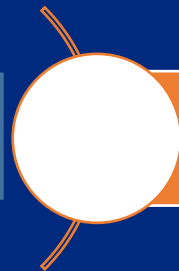
**AS YOU START**



**TO CONNECT**

- **Be an active facilitator and communicator.**
- **Encourage interaction.**

**ENGAGE**



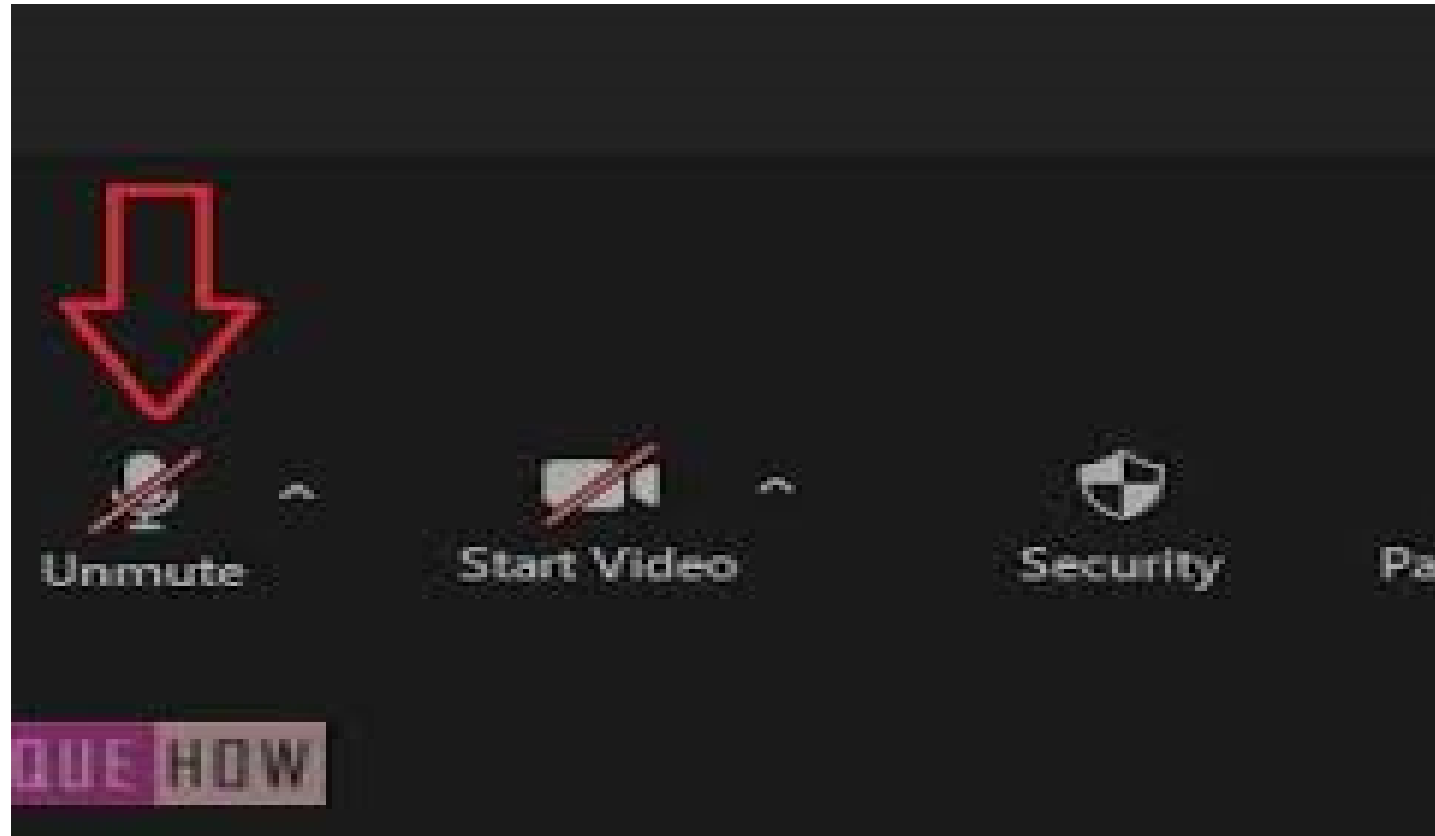
**TO CONNECT**

# ENCOURAGE INTERACTION

- Use people's names.
- Loosen up.



# ENCOURAGE INTERACTION



**Have a dialog.**

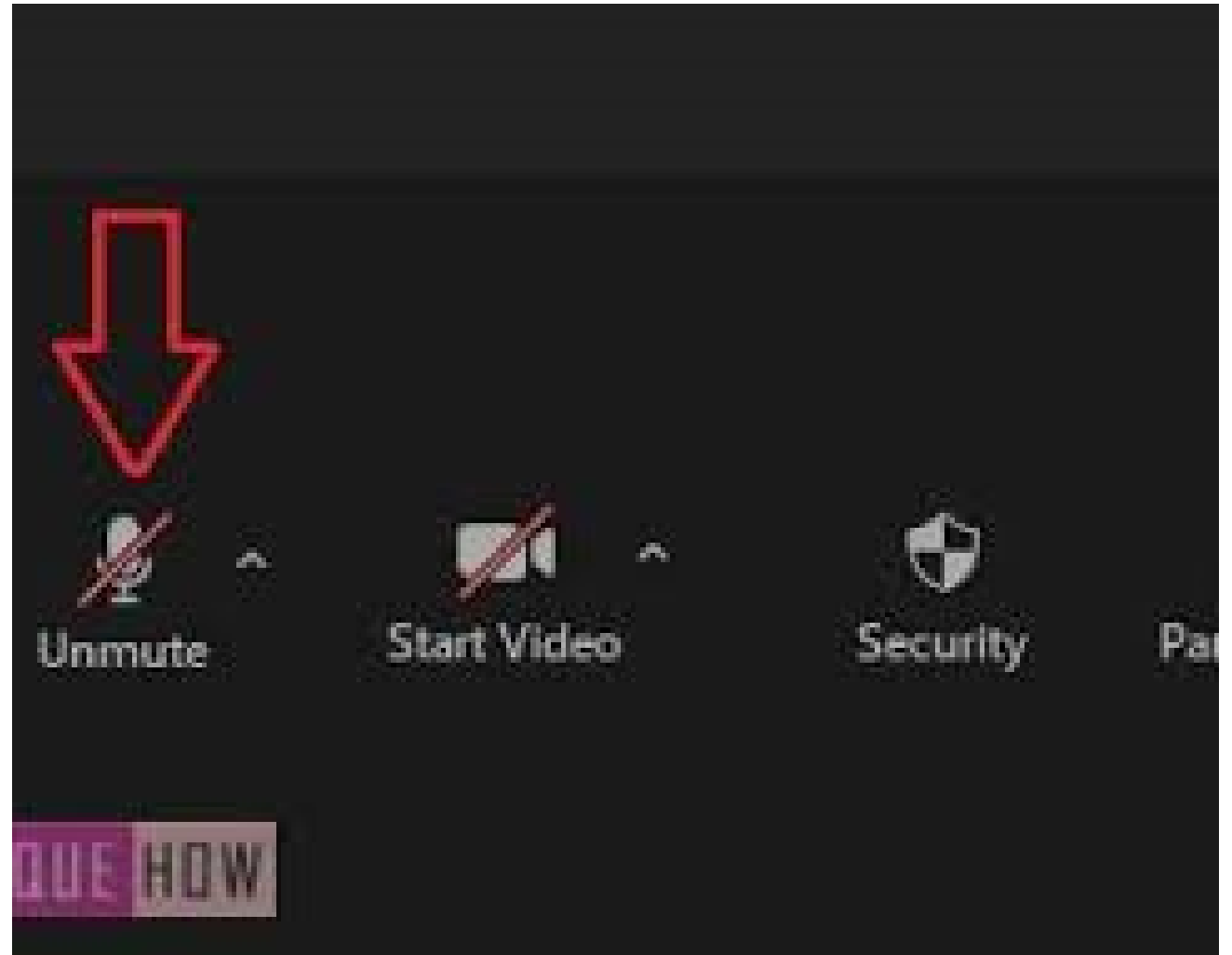
# ENCOURAGE INTERACTION

- **When telling the story, vary your expression.**



# ENCOURAGE INTERACTION

- **Have a dialog.**
- **Ask for opinions & ideas rather than tell all the time**
- **Ask the right questions in the right tone.**



# ENCOURAGE INTERACTION

- Show engaging visuals.

## Future Vision For Business Communication And Financial Matters



# ENCOURAGE INTERACTION

- **Watch the time.**



- Check for questions.
- Get agreement.
- Recap.
- Thank.



**BEFORE ENDING**

- Leave the meeting.
- Clean your notes.



**AFTER THE MEETING**

- Check in more often.



**AFTER THE MEETING**

The word "WEBINAR" is spelled out using seven white rectangular cards, each with a letter in blue capital letters. The cards are hanging from thin teal strings against a bright yellow background.

WEBINAR

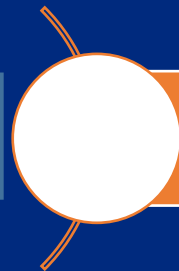
Invite clients to virtual events.

A horizontal bar with a yellow segment on the left and an orange segment on the right. A white circle with orange lines radiating from it is positioned at the junction of the two segments. The text "AFTER THE MEETING" is written in white capital letters on the orange segment.

AFTER THE MEETING

Look and sound confident.

**COMMUNICATE**



**TO CONNECT**

# SPEAK WITH CONFIDENCE

- **Rehearse to sound spontaneous.**
- **Explain simply.**
- **Use decisive expressions.**



# SPEAK WITH CONFIDENCE

- **Slow down.**
- **Use pauses.**
- **Avoid “dead air.”**



# SPEAK WITH CONFIDENCE

- **Speak clearly and loudly.**
- **Enunciate.**
- **Lower the pitch.**



# SPEAK WITH CONFIDENCE

- **Watch your facial expression.**



# FACIAL EXPRESSIONS CHART



Happiness

Sadness

Disgust

Surprise

Contempt

Anger

Fear

SCIENCE OF PEOPLE

# SPEAK WITH CONFIDENCE

- **Make constant eye contact.**
- **Smile appropriately.**
- **Avoid touching your face.**



# SPEAK WITH CONFIDENCE

- **Adjust your distance from the camera.**
- **Sit straight and lean toward the screen.**
- **Stand for energy.**



# SPEAK WITH CONFIDENCE

- **Manage the gestures.**
- **Mirror the other person's non-verbal cues.**



A close-up, slightly angled view of a laptop screen. The screen displays a Zoom meeting interface with several video thumbnails of participants. The thumbnails are arranged in a grid, with some showing people's faces and others showing blurred backgrounds. The overall image has a dark, semi-transparent overlay, and the text 'ZOOM FATIGUE' is superimposed in large, white, bold letters across the lower half of the screen.

# ZOOM FATIGUE

# ZOOM FATIGUE

## Tips

- **Schedule meetings with in-between breather.**
- **Build in breaks.**
- **Avoid multitasking.**



# ZOOM FATIGUE

## Tips

- Switch to phone or e-mail.
- Reduce on-screen stimuli.
  - Background
  - Video off “at times”





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CUSTOMIZATION

