Ready for Your Close-Up?

When Interviews Go Virtual
today’s focus
what hasn’t changed
what has changed
what has NOT changed
formula for success

- perform
- practice
- plan
- chemistry
- content
- credibility
chemistry: share and build

BD phase → capture phase → RFP/Q release

1. opportunity identification and assessment
2. pursuit
3. pre-proposal preparation
4. proposal development
5. post-submittal

preliminary, final Go/No Go decision
content : client-centric

**CHALLENGES**
what need drives this project?
what impacts delivery?

**CONCEPTS**
how will you relieve each pain point?

**GAINS**
what does the client gain?

**EVIDENCE**
where have you done it before?
content : tell your story

the intersection of

what you want to say

AND

what the audience needs to hear
credibility: building trust

Trust has two dimensions: competence and integrity. We can forgive mistakes of competence. Mistakes of integrity are harder to overcome.

: Simon Sinek
What HAS changed
planning
utilize a Producer
test technology early
develop contingency plans
practice

• messaging, transition even more important virtually
  • dedicated timekeeper and coach

• group rehearsals early, often
  • 1:1 rehearsals
  • solo rehearsals
solo rehearsals

• practice
• time
• refine
• repeat
handling Q&A

• confirm who will take lead on a specific topic

• designate a QB if not clear who should answer

• limit add-on commentary
performance

• use introductions to confirm technical connections
• look at the camera
• lighting, sound, camera position
• surroundings, ambient noise
• be present, limit distractions
• posture

• manage your voice
• smile!
• dress like you want the job
BElieve in YOUrself!
questions?

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