

Ready for Your Close-Up?

When Interviews Go Virtual



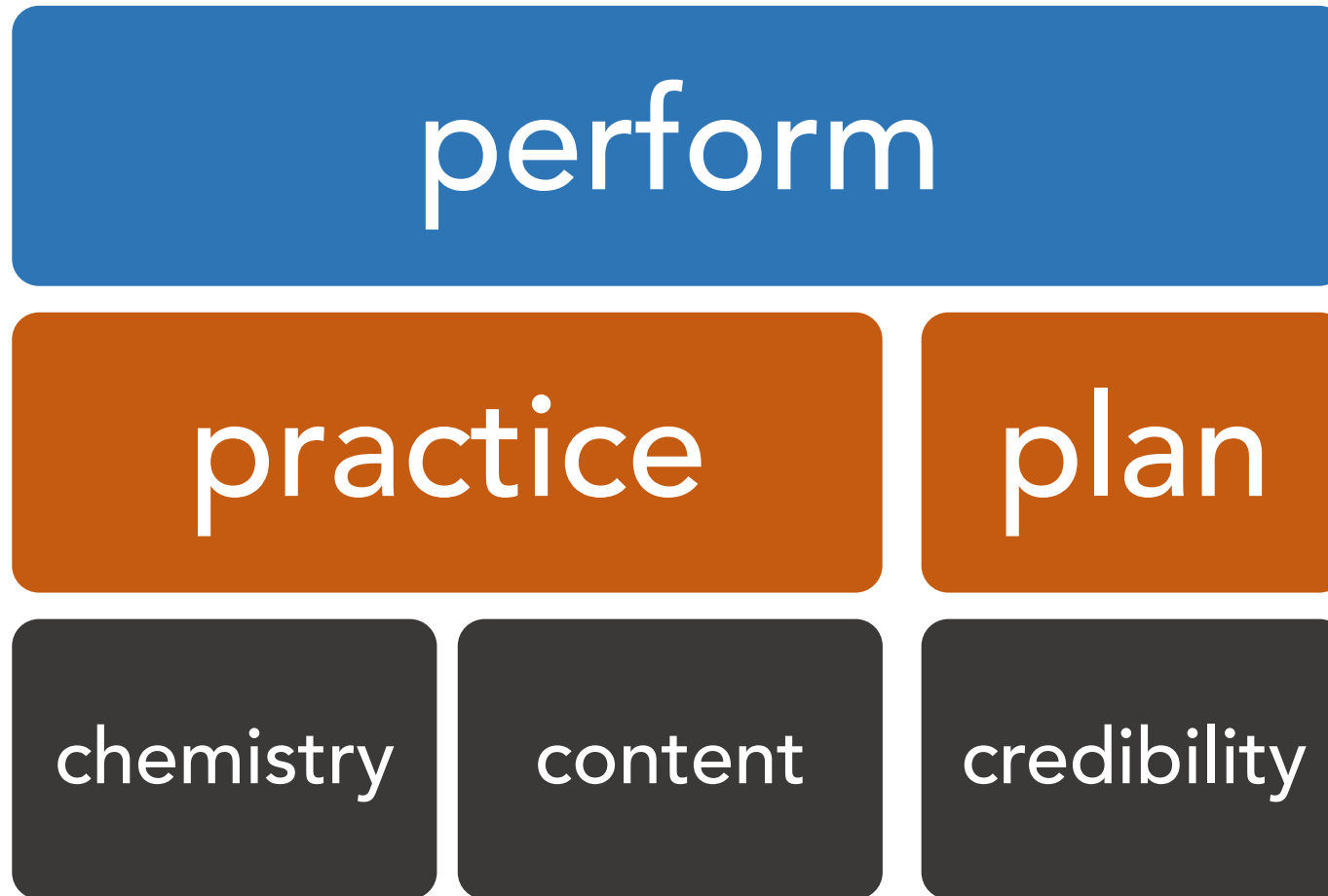


today's focus
what hasn't changed
what has changed

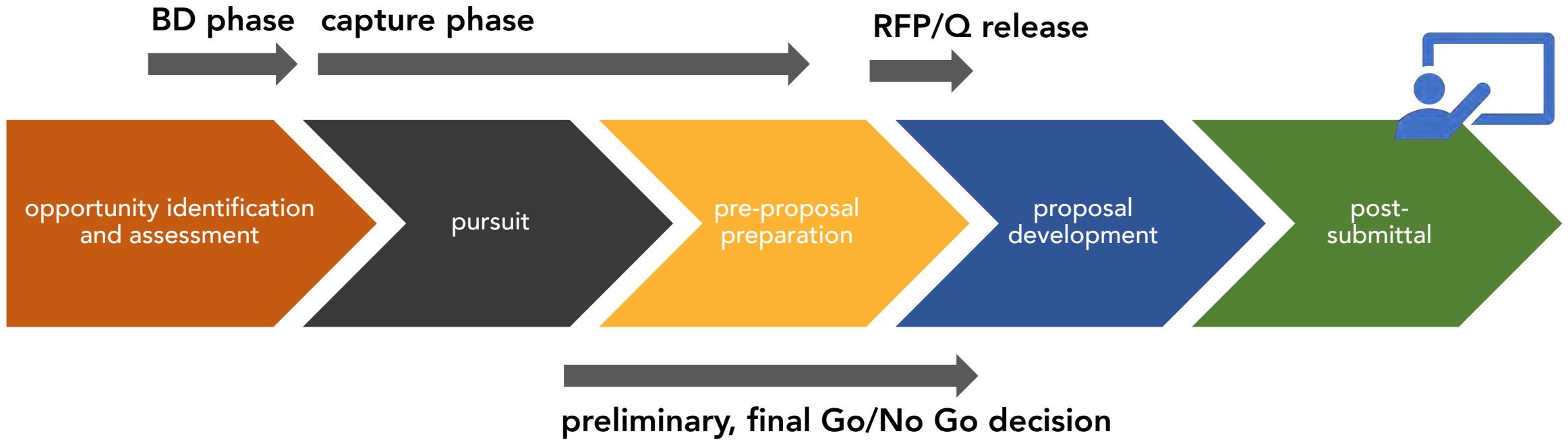


what has NOT changed

formula for success



chemistry : share and build



content : client-centric



CHALLENGES

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



CONCEPTS

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



GAINS

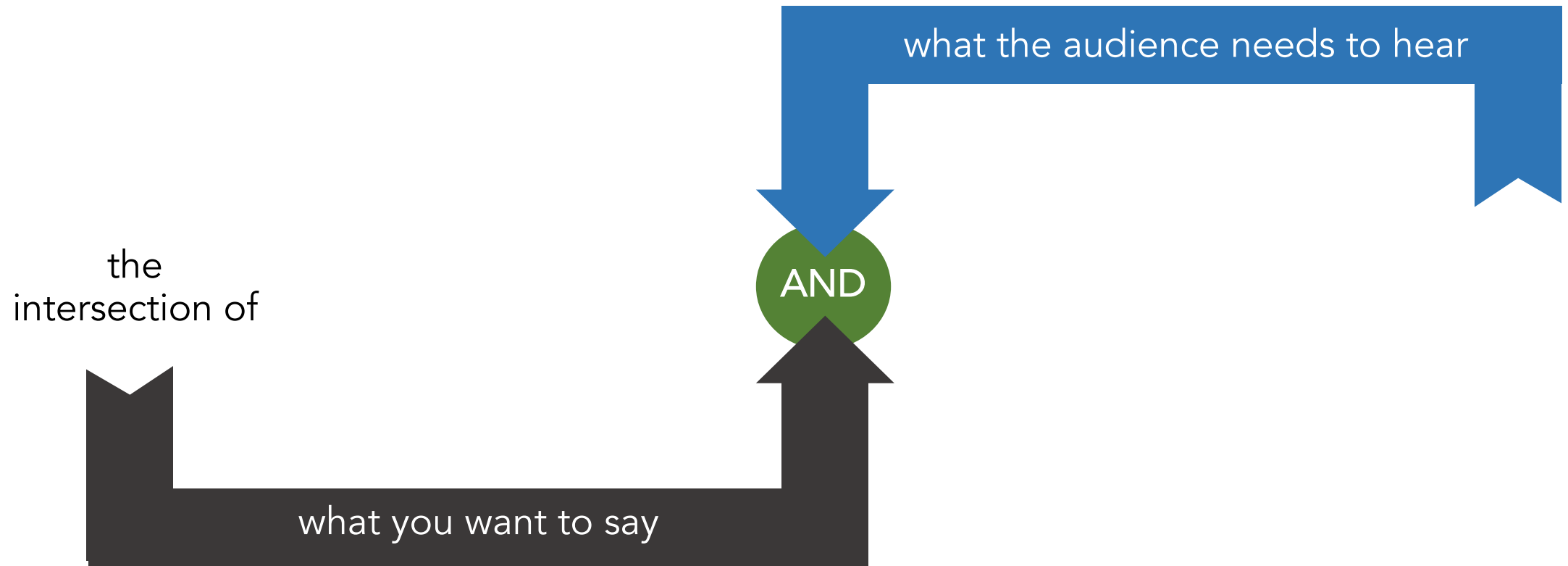
**what does the client
gain?**



EVIDENCE

**where have you
done it before?**

content : tell your story



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

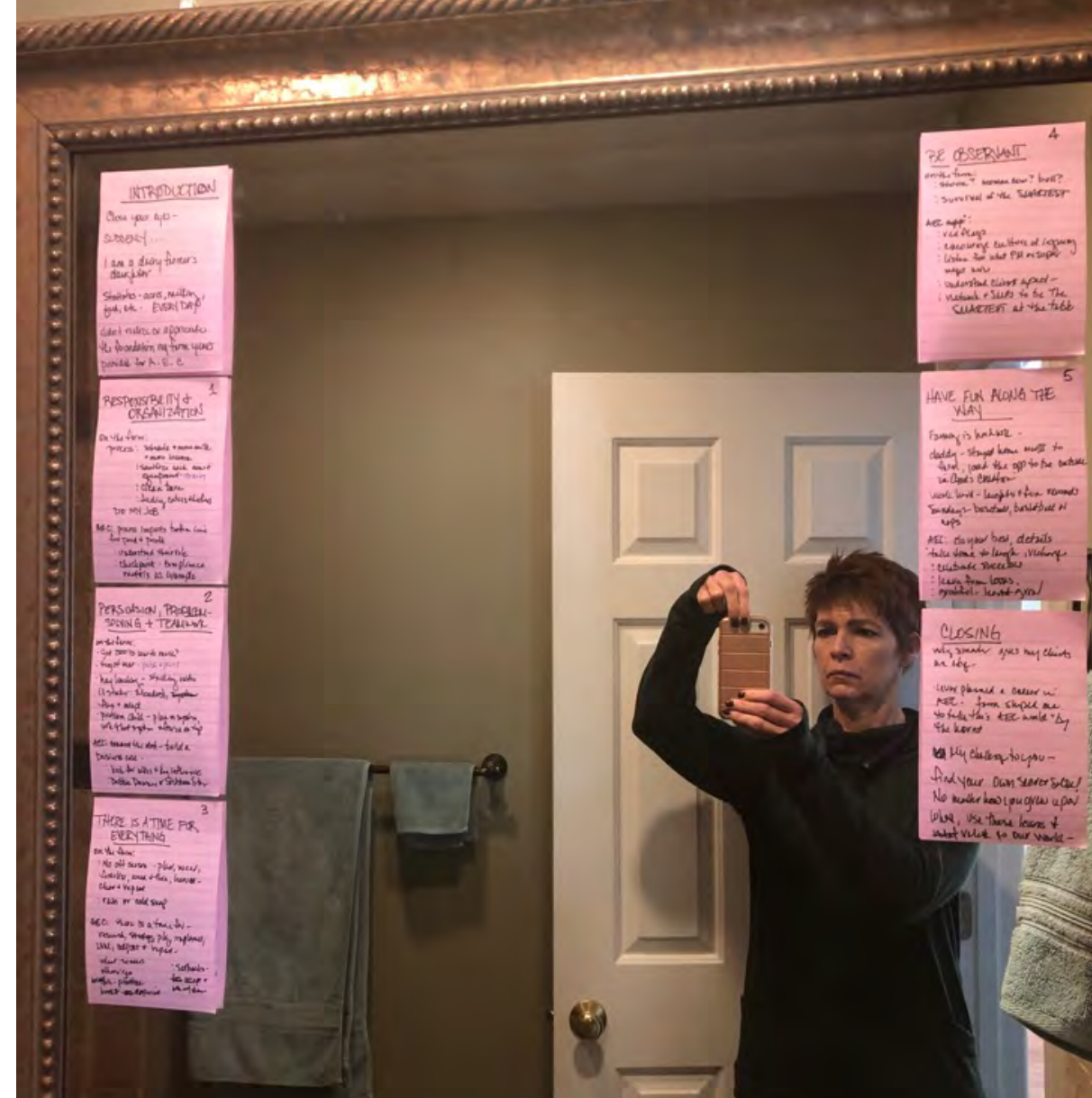
- messaging, transition even more important virtually
- dedicated timekeeper and coach
- group rehearsals early, often
- 1:1 rehearsals
- solo rehearsals

Be brief
Be brilliant
Be done



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

A large, vibrant yellow umbrella is the central focus, open and positioned slightly to the right of the center. It is surrounded by numerous black umbrellas of various sizes, some open and some closed, scattered across the frame. The background is a dramatic sky with dark, heavy clouds and a bright, glowing sun or light source in the upper right quadrant, creating a strong contrast and a sense of hope or breakthrough. The overall composition is dynamic and visually striking.

BElieve in
YOUrself!



questions?

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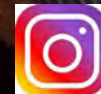
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