

VIRTUAL REALITY: BUILDING NEW MUSCLE MEMORY IN A CHANGING WORLD

BEST PRACTICES FOR OPERATING: When your dial-in is the new commute....

I'm sorry, no you go ahead, you go... is probably something you're tired of hearing on group conference calls at this point. As we all adjust to working in a completely remote environment, there are some best practices we have observed to help make the "new normal" as efficient, and impactful for all of us. While some of these are new ideas, most require going back to the fundamentals and re-committing to preparation and seamless execution.

- Circulate a detailed agenda in advance of each meeting; provide at least 48 hours in advance where possible
- Ensure each individual is aware of any specific topics where they will be asked to speak directly, provide an update
- Strike balance of structured discussion and open dialogue

Set an Agenda

- Clearly assign who is responsible for:
 - Opening the call or video conference
 - Driving the discussion; managing agenda live
 - Tracking time
 - Assigning follow-ups

Designate Responsibility

- In lieu of taxi rides and lobby security lines, current best practices for the "new commute" include:
 - Dial-in ten minutes early; this leaves time to sort technical glitches, wait times, capability to find and communicate a "Plan B" if needed, as well finalize prep

On-time is Early

- Rule of thumb: more formal than a bath robe, less formal than a suit.. Anything in between should do the trick
- Remain mindful of your audience, but general acceptance of a more casual approach is becoming commonplace

All Dressed up and Nowhere to Go...

- While we may be lacking physical interaction – no meeting for a cocktail, or catching up at a workout class, we still have a powerful opportunity to embrace personal connection
- What is more personal than getting direct insight into someone's home, their families? We can use this time to deepen relationships with our clients and colleagues

It's Personal

- In a world where everyone will be spending 8+ hours a day on the phone, it is more important than ever before to make an impression and leave an impact
- How? **Be concise, deliberate, and PREPARED.** Write a script if it helps. Just ensure that every word has meaning and reflects your message.

Words Matter

- Attention spans are shorter than ever. And it is much easier to tune out on a group conference call than when sitting across the table. We suggest:
 - Shorter meetings
 - Greater frequency

Short is Sweet

- Post meeting, you can't turn to the person next to you and casually decide the next steps. Follow-ups during this time need to be:
 - Directly assigned, in writing
 - Established time-frame/deadline provided

The Art of the Follow-up

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