LIVESTREAM EVENT:

Bringing Your Best Self Forward In Your Next Virtual Meeting

Featuring
Kanina Blanchard, Ivey Business School
EMOTION preparation Practice
<table>
<thead>
<tr>
<th>Character &amp; Commitment Competencies</th>
<th>Leadership Communication Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Who <strong>YOU</strong> Are</td>
<td>#1 Strategic &amp; Clear</td>
</tr>
<tr>
<td>#2 Know Your <strong>PURPOSE</strong></td>
<td>#2 Fundamentals: Written &amp; Spoken</td>
</tr>
<tr>
<td>#3 Focus On Your <strong>AUDIENCE</strong></td>
<td>#3 Para Linguistics</td>
</tr>
<tr>
<td>#4 Understand <strong>CONTEXT</strong></td>
<td>#4 Physical Presence</td>
</tr>
<tr>
<td>#5 Willingness To <strong>LEARN &amp; ADAPT</strong></td>
<td>#5 Neuroscientific Basics</td>
</tr>
</tbody>
</table>
Transcendence
appreciative, inspired, purposive, optimistic, creative, future-oriented

Drive
passionate, vigorous, results-oriented, demonstrates initiative, strives for excellence

Accountability
takes ownership, accepts consequences conscientious, responsible

Collaboration
cooperative, collegial, open-minded, flexible, interconnected

Justice
fair, equitable, proportionate, even-handed, socially responsible

Humanity
considerate, empathetic, compassionate, magnanimous, forgiving

Temperance
patient, calm, composed, self-controlled, prudent

Humility
self aware, modest, reflective, curious, continuous learner, respectful, grateful, vulnerable

Integrity
authentic, candid, transparent, principled, consistent

Courage
brave, determined, tenacious, resilient, confident

Judgment
situationally aware, cognitively complex, analytical, decisive, critical thinker, intuitive, insightful, pragmatic, adaptable
<table>
<thead>
<tr>
<th>Character &amp; Commitment</th>
<th>Leadership Communication Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1 Who YOU Are</td>
<td>#1 Strategic &amp; Clear</td>
</tr>
<tr>
<td>#2 Know Your PURPOSE</td>
<td>#2 Fundamentals: Written &amp; Spoken</td>
</tr>
<tr>
<td>#3 Focus On Your AUDIENCE</td>
<td>#3 Para Linguistics</td>
</tr>
<tr>
<td>#4 Understand CONTEXT</td>
<td>#4 Physical Presence</td>
</tr>
<tr>
<td>#5 Willingness To LEARN &amp; ADAPT</td>
<td>#5 Neuroscientific Basics</td>
</tr>
</tbody>
</table>

In Development by Blanchard/Monzani/Weil | Ivey | 2020 |
Leadership Communication Competencies: Detailed View

1. Strategic & Clear
   Adapted from Ivey Business Communication Courses

1.1 Strategic Communication Planning
   - What is the Issue?
   - Know Your Audience
   - Define Key Messages
   - Timing/Implementation Plan

   - Background
   - Contextual Awareness
   - Identify Spokesperson(s)

   - State-of-Play (what is happening?)
   - Other Considerations
   - Best Communication Method/Vehicle(s)

   - Clarity on Objective/Purpose
   - Consider Budget/Costs

2. Communication Fundamentals
   Adapted from Ivey Business Communication Courses

2.1 Written Work
   - Best Practices of Business Writing (grammar, language control, punctuation, spelling, etc.)
   - Situational Awareness
   - Structure, Organization & Flow
   - Appropriate (audience/vehicle-related)

   - Situational Awareness
   - Structure, Organization & Flow

3. Para-linguistics
   Adapted from Ivey Business Communication Courses

3.1 Nuances of Speech
   - Tone
   - Pitch/Frequency
   - Ticks: “um”, “and”, etc.

   - Respiration: Steady/Appropriate Breathing
   - Avoid Gasps
   - No Awkward Silences

   - Appropriateness (audience/vehicle-related)

3.2 Techniques & Timing
   - Facial Expression/Eye Contact
   - Hand & Body Gestures
   - Physical Show of Emotion

   - Use of Space: Choreography Counts
   - Audience Engagement Purposive

4. Physical Presence
   Adapted from Ivey Business Communication Courses

4.1 Persona
   - Tone
   - Pitch/Frequency
   - Ticks: “um”, “and”, etc.

   - Demeanor
   - Engaged & Open
   - Positionality

   - Respiration: Steady/Appropriate Breathing
   - Avoid Gasps
   - No Awkward Silences

   - Use of Space: Choreography Counts
   - Audience Engagement Purposive

5. Neuroscientific Basics
   Adapted from Simon, 2017

5.1 Avoid Habitation
   - Frequent Stimulation (anticipation, reward, uncertainty)
   - Provide “Out’s” Every 3 Min

   - Attract w/ Physical Properties
   - Dramatic Contrasts

5.2 Focus on What People Sense, Know & Infer
   - Help Audience Develop Point of View

   - Attract w/ Physical Properties
   - Dramatic Contrasts

5.3 Opportunities for Deep Processing
   - Create Space to “Encode” Information

   - Create Space to “Encode” Information

   - Opportunity to Derive Meaning
**PRESENCE @ A Distance ... In A Hurry**

<table>
<thead>
<tr>
<th>Contextual Challenges</th>
<th>Opportunity (For You... Do For Others)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Biology:</td>
<td>Recognize and actively address: blinking, posture, swallowing... other things!</td>
</tr>
<tr>
<td>Constant:</td>
<td>Work in breaks, toggle between technology, change positions (sit, stand, etc.)</td>
</tr>
<tr>
<td>Draining:</td>
<td>Blink, eat well, hydrate, massage, smile, stretch, practice self health and mental care.</td>
</tr>
<tr>
<td>Emotion:</td>
<td>Identify “is” and “needs to be”... use techniques to be your best self (consider color, images, mindfulness, movement, music, sunlight, TV, Tiktok!!!)</td>
</tr>
<tr>
<td>Human:</td>
<td>Don’t forget you/others are not AI or Robots. Focus on personal/relationship. Care.</td>
</tr>
<tr>
<td>Impersonal:</td>
<td>Frame yourself for the conversation, lighting, background, posture, look at the camera.</td>
</tr>
<tr>
<td>Never ending:</td>
<td>Control what you can. Schedule to maximize time of day (morning, afternoon...)</td>
</tr>
<tr>
<td>Purposeful:</td>
<td>Note accomplishments, learnings, successes, happy moments...</td>
</tr>
</tbody>
</table>
**PRESENCE @ A Distance ... In A Hurry**

Character & Commitment

#1  **Who YOU Are**
- Calibrate how you feel? Where are you at?
- What do you need to be in the right headspace (music, images, rest, exercise).

#2  **Know Your PURPOSE**
- What do you want to accomplish? Have happen?
- Success will look like? Failure?

#3  **Focus On Your Audience**
- What do you know about them?
- What works, doesn’t work? Triggers? Points of connection?

#4  **Understand CONTEXT**
- Situation, sensitivities, challenges, specific issues?

#5  **Willingness To LEARN & ADAPT**
- How might you need to adapt, shift gear? Are you ready?

Competencies

#1  **Strategic & Clear**
- Think through what you need to say and how best to say it.
- Have an agenda, key messages, respect time.

#2  **Fundamentals: Written and Spoken**
- If you have slides... keep it clear/simple.
- Speak clearly, focus on engaging with audience (don’t memorize)

#3  **Para Linguistics (what are they hearing?)**
- Technology is draining... bring the right energy.
- Watch verbal ticks, pace, allow silence and pauses.

#4  **Physical Presence (what are they seeing?)**
- Choreograph it! Look at the camera aperture. Use body appropriately.
- Frame yourself/background/lighting for the message (emotional/personal conversation versus selling an idea)

#5  **Neuroscientific Basic**
- How will you stimulate? Keep momentum? Allow time to process?
Thank you for joining us.

We hope you and your loved ones stay safe and well. Stay tuned via email for more upcoming free webinar events.