A LEGISLATOR’S LIKEABILITY MATTERS ... EVEN VIRTUALLY

Professional development training session on effective virtual communication

Tuesday, June 30, 2020 | 10:00 – 11:00 a.m. CDT

Presented by
Bill Graham
Graham Corporate Communications

Hosted by
Midwestern Legislative Conference
The Council of State Governments
• The Council of State Governments
  • Only national organization that works with all three branches of state government

• CSG Midwest and the Midwestern Legislative Conference
  o Serves legislators in 11 Midwestern states and 4 Canadian provinces
  o Conducts policy research and publishes a monthly newsletter
  o Provides educational and networking opportunities through in-person and virtual events
  o Offers annual leadership training for new legislators

Learn more: csgmidwest.org
A LEGISLATOR’S LIKEABILITY MATTERS ... EVEN VIRTUALLY

MODERATOR

Senator Ken Horn
Michigan
Chair, Midwestern Legislative Conference
BILLD Class of 2007
Communications expert Bill Graham will teach you how to translate in-person likeability to the virtual world with techniques that will improve your impact and effectiveness:

• **What they see**: How your “camera face” (and the way you sit) impacts your impact

• **What they hear**: How you use your voice determines the level of engagement

• **Your tech equipment**: How lighting, microphone, internet can help...or really hurt your image

• **Everything else**: How camera angle, placement and background affects others’ responses to you and your image
A LEGISLATOR’S LIKEABILITY MATTERS ... EVEN VIRTUALLY

Bill Graham
Graham Corporate Communications
bill@grahamcc.com
https://grahamcc.com/
A Legislator’s Likeability Matters…

Even Virtually

presented by Bill Graham
You participated in a Likable Communication session.

This webinar will help you see the adjustments you can make to improve your virtual likeability.
Your Likeability Matters ... Even Virtually

People prefer to do business with people they like. When communicating virtually:

❖ Your face and voice matter.
❖ Internet connection, lighting & sound matter.
❖ Camera angles and backgrounds matter.

People prepare when they go to a meeting. Video requires preparation too.

*Different* preparation.
Use Your Phone’s Video Camera

Record yourself saying:

“Hi, I’m glad you could meet today.
I hope we can hear each other ... and move this idea forward.”
The easy way to become worth at least 50% more than you are now is to hone your communication skills.”

“You can have all the brainpower in the world, but you have to be able to transmit it.”

“The transmission is communication.”
Communication is not:

- Speaking
- Making a pitch
- Running a meeting
- Zooming with a constituent

These are activities
Communication is not an activity.

Communication is a result.
Communicate thru a camera? I prefer my phone.

- Look into their eyes
- Read their lips
- See their smile
- Match what you hear with what you see.
Wanna Have a Beer?

All things being equal ...

- Election
- Job/Promotion
- Sale
- Relationship

*Likeability is the final decision maker*
Likeability: the 55%-38%-7% rule

- 55% Face and Body
- 38% Sound of Voice
- 7% Actual Words

The elements of communication specifically relating to: Like & Dislike
UCLA, Mehrabian
Likeability: *in 3 steps*

- Remove the Walls
- Be Personable
- Be Helpful
Likeability: *remove the walls*

- Jail bars
- Thinking Face
- No expression
- Poker Face
- Lifted eyebrow
- Open Face
Likeability: *remove the walls*

- Jail bars
- Thinking Face
- No expression
- Poker Face
- Lifted eyebrow
- Open Face
Their Point of View (How they see you.)

- Look at your camera as if it’s someone you like.
- Thinking Face says … worry, confusion
  Open Face says … no secrets … on their side
- A camera lens … below your:
  - Eyes: makes your nose look bigger.
  - Mouth: looks up your nose.
  - Neck: give you Dracula shadows.
Want to work with this low-camera guy?

- Looking down: *looks beady-eyed*
- Slumped: *looks tired, disengaged*
- No face light? *You’re a shadow*

*No Thanks!*
Open Face: *comfortable, friendly, and no walls*

*Comfortable for others, not just for you.*
Likeability with ZOOM: Touch Up My Appearance!

- Softens the focus, smooths your skin.
- In Zoom …
- Click **Settings**, click **Video**.
- In **Video Settings**, click **Touch up my appearance**.

- **Your preference is set on your computer**
Likeability: *prepare for the session*

- Be open, friendly and professionally engaged
- Fix the camera placement
- Balance the lights
- Clean up the background
Too Far Away?

Sorry, I don’t know how to do the zoom-in thing!
I’m being considerate. People can’t see me on a phone!
Am I too short? Is my computer too tall?

Maybe you don’t want us to see your pajamas?
It looked great this morning!

- *Natural light* can be beautiful, but it constantly changes.
- Participating or just attending, it helps you if they see you.
- Look like you want to be there.
Lighting Your Video Sessions

**Hair Light** – gives your shoulders and hair a slight glow, or halo, that makes you look 3 dimensional. *(Overhead lighting doesn’t work as hair light.)*

**Fill Light** – balances key light, less bright reduces shadows, adds depth

**Key Light** – main light, slightly off center and just above your head.

LEDs can be softened with cloth *(or even paper towel).*
Remove the Distractions

Zooming is fun. Hey, it’s like you’re in the office with me!
Not too close, not too far. 3 Lights: Key, Fill & Backlight

- Lens - middle of your forehead
- Chest shot, like a newscaster
- Small space above your head
Likeability: *remove the walls*

- 38% Sound of Voice
- Inflection feels: *unguarded, caring, & creative*
Likeability: *remove the walls*

Watch your videotape:

- Is your voice relaxed, expressive and creative? *(inflection)*
  or
- Dominant, disinterested or even disrespectful? *(monotone)*
Likeability: *remove the walls*

- Face: open, helpful
- Voice: warm with inflection
  - *Your forehead controls your voice!*
Laptop mics can make you sound cheap.

- Test your sound before joining the meeting.
- Ask if you can be heard. Wait for the answer.
- Computer mics: *you sound tinny and cheap*
- $25 lavaliere (USB connection): *you sound like a pro*
Likeability: remove the walls

- 55% Face and Body
- Body: don’t slouch
  Sit up, sit forward
- Be physically engaged

This is important when speaking or listening!
Likeability: *be personal*

- Eye contact
  - *look at the lens, not the screen*
- Silent pauses
- Speak to *one* person
  - *Avoid PowerPoint Voice*
Likeability: *be helpful*

- Listen, respond, ask: *repeat*
- Use "You" more than "I" or "We"
- Appreciate challenges
- Only say it … if it helps
Before You Speak in Meetings … WAIT!

Ask yourself:

- Why
- Am
- I
- Talking?
Likeability: no walls … personable … helpful

Prove You Are a Human Being
Graham Corporate Communications
making the complicated simple
and the simple powerful®

Bill@GrahamCC.com

CONTACT:
Bill Graham
917-705-0663
www.GrahamCC.com
A LEGISLATOR’S LIKEABILITY MATTERS ... EVEN VIRTUALLY

Questions? Comments?

Type your question in the question pane to be read by staff

OR

“Raise your hand” and we will unmute your line when we announce your name
Customized professional development training and policy workshops in the region’s capitolns

For more information, visit the CSG Midwest website Under the Dome

or contact Laura Tomaka (Ltomaka@csg.org)
Thank you for joining us today!

Future Webinars from CSG Midwest

• *The Pandemic’s Impact on Midwestern State & Provincial Budgets*
  July 9 | 10:00 a.m. CDT

• *Lessons Learned: Preparing for the Next Public Emergency*
  July 16 | 10:00 a.m. CDT

• *Back to Business: Assessing Economic Reopening Strategies*
  July 23 | 10:00 a.m. CDT

Register on the CSG Midwest website
[csmgmidwest.org](http://csmgmidwest.org)