

Building Trust and Rapport in a Virtual Medium

LARGE-GROUP SEMINAR

In this live virtual seminar, we take the core concepts from our book *The Credibility Code* and adapt them for virtual meetings. Our trainer will provide nutrient-rich information on cultivating “Visible Credibility” — the ability to project confidence and competence so that your value is on full display. Additionally, we’ll offer tips for looking your best on video, building rapport through nonverbal cues, and establishing expertise by seamlessly navigating the virtual medium.

TOPICS INCLUDE

- Webcam rules for posture, voice, and eye contact
- Simple framing and lighting techniques to boost your image
- Tips for choosing the right medium (video, telephone, email) for the situation
- Why we get “Zoom fatigue” and how to counteract it
- The distinction between cognitive and affective trust, and why both are vital!

Our Principles

We start with the assumption that our clients are intelligent, busy professionals. Our aim is to provide training options that won’t waste your time or question your intelligence. With this in mind, we require our work to be:



NUTRIENT RICH

We strive to provide highly relevant content in the smallest possible package.



IMMEDIATELY ACTIONABLE

We break down all of our solutions into actions -- tangible steps that are within the individual’s control.



PERSONALLY RELEVANT

We prioritize skills that have a direct connection to the individual’s day to day success.



EASILY APPLIED

We believe in minimal effort for maximum payoff, which is why we encourage building skills through mini-habits that can be practiced throughout the day.