The Keys to Virtual Connection

With Deb Venable
Deb Venable

• 27 years as an entrepreneur
  • 25 years in the event industry
  • 2 years in the sales, training and coaching industry
• Double graduate of UIC
  • Industrial Design ‘93
  • MBA ‘97
• Live in Elmhurst
  • Hit me up for a coffee!
Deb Venable

- 27 years as an entrepreneur
- 25 years in the event industry
- 2 years in the sales, training and coaching industry
- Double graduate of UIC
  - Industrial Design ‘93
  - MBA ‘97
- Live in Elmhurst
- Hit me up for a coffee!
GOAL

Learn how to truly engage with each another in a seemingly distant online environment, where often we are hidden behind screens and words
Communication  vs  Engagement
Communication vs Engagement

a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior; information transmitted or conveyed
Communication

vs

Engagement

A process by which information is exchanged between individuals through a common system of symbols, signs, or behavior; information transmitted or conveyed

to give attention to something; emotional involvement or personal commitment; great interest
Want to truly engage?
Want to truly engage?

Make the interaction about them
Want to truly engage?

Make the interaction about them **NOT YOU!**
Four Top Skills of Engagement

- Listening
- Empathy
- Trust
- Adaptability
Listening

- Hear tone inflections
- Study/watch/listen for hints
- Read their body language on the screen
- Watch where their eyes go
- Ask good questions and actively listen
- Repeat what they’ve said
Empathy

- Know your audience and why they are meeting with you
  - Visit them on Social Media
  - Find connections/common ground
    - Similarities, something in their zoom screen, highlights from their profile
- Don’t rush a relationship
  - This is no different than any other relationship, let it happen naturally
Trust

- Eye contact
  - Make sure you are looking right into the camera – aka right at them
- Be presentable and inviting
  - Professional setting, dress appropriately
- Credibility
  - Have a professional, credible social media presence - they will look you up!
Adaptability

• Every interaction is unique
  • Be prepared to make adjustments on the fly
• Read the room
  • If you are losing people, are you talking too much?
• Be flexible
  • Go where they want to go
Cultural Competency

• Awareness
  • Don’t make assumptions

• Attitude
  • Keep an open minded

• Knowledge
  • Read and learn!
Recap
Recap

Know the difference between communication and engagement
Recap

Know the difference between communication and engagement

Remember to engage it is about them, NOT you!
Recap

Know the difference between communication and engagement

Remember to engage it is about them, NOT you!

Four skills to engagement – listen, empathize, trust, adapt
Recap

Know the difference between communication and engagement

Remember to engage it is about them, NOT you!

Four skills to engagement – listen, empathize, trust, adapt

Be culturally competent
Ideas for Engagement

- Phone calls
- Brief text message
- Emails
- Social media posts
- Video Call
Ideas for Engagement

Phone calls
Brief text message
Emails
Social media posts
Video Call

Cup of coffee
Take a walk
Write a letter
Mail a book
Get a referral
<table>
<thead>
<tr>
<th>Ideas for Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone calls</td>
</tr>
<tr>
<td>Brief text message</td>
</tr>
<tr>
<td>Emails</td>
</tr>
<tr>
<td>Social media posts</td>
</tr>
<tr>
<td>Video Call</td>
</tr>
</tbody>
</table>
We live in a world that's very different from the one we knew even a short time ago. Yet one thing remains constant—we need to connect—and the best way to connect is over an experience. That's what you're looking at, and I'd like to share it with you.

Just because we can't see each other in person doesn't mean we can't see each other. I'm ready when you are. We can connect in just three simple steps:

1. Listen to the personal message I prepared just for you.
2. Unbox your experience.
3. Reach out to me so that we can enjoy together.

Let's Connect.

$10.00
as of 11:30 PM

When you order Panera delivery online...
...you deliver meals on wheels to a local, homebound senior in need!

From
Monday, June 18th
through
Sunday, June 24th
use
Promo Code Fund

And 20% of your delivery order will be donated to Meals on Wheels!

www.delivery.panerabread.com

Delivery hours are 11am-8pm Sun.-Sat.
at all participating Long Island and Brooklyn Panera Bread locations* with the exception of Adams Street Brooklyn and Port Jefferson Station, which are 11am-3pm Mon.-Fri.

For more info on Meals on Wheels, visit www.eac-network.org/mealsonwheels
Q & A
THANK YOU!

Deb Venable
debvenable27@gmail.com
312-296-2818

https://www.linkedin.com/in/debvenable/