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Soulcast Media

# Executive Presence on Video Calls

# 1. Preparation

tips



**Test your computer audio and your microphone to ensure that everything is working properly.**

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**Try to move to a quiet, closed room to minimize potential distractions. Make sure you're comfortable - refrain from getting up or walking around.**

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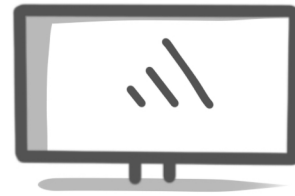


**If possible, sign in a few minutes ahead of the scheduled time to introduce yourself and/or make small talk with other guests/colleagues.**

# 1. Preparation

## positioning

To elevate your laptop, position your camera at eye - level. Tip: use a stack of books!



Sit facing a natural light source. If you can't be facing the window, use a desk lamp.

Be mindful of your background and what's behind you.

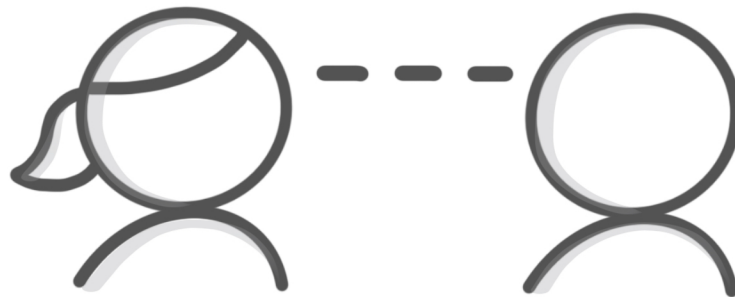


Be aware of your body posture. Sit upright (avoid slumping/slouching) to show confidence and alertness.

# 2. General

## Etiquette

- Turn your camera on if others have their camera on.
- When speaking, look into the lens to mimic eye contact.
- Treat every video interaction as if you're speaking to them in-person. Impressions are always being made.



- Mute microphone when you are not speaking.
- Wait 1 or 2 seconds before speaking after a guest finishes to avoid interrupting.



# 3. How to keep it

## Engaging

- Be tuned in and find opportunities for everyone to speak up.
- If you are hosting the meeting, plan to take the role of moderator - making sure everyone is participating and getting their ideas heard.



- Establish hand signals (like waving) so participants know it's a cue to stop talking.
- Use visuals to enhance and demonstrate your points when presenting.

- Encourage others to speak up by posing questions or using the chat function when there are many participants.



# 4. Enhance the Conversation

- Ensure your phone is on silent and turn off any audio messaging functions on the computer.
- Refrain from checking email during the meeting.
- Mute yourself when you're not speaking.



Use hand gestures to emphasize important points.

Be engaging, confident, and clear when speaking!

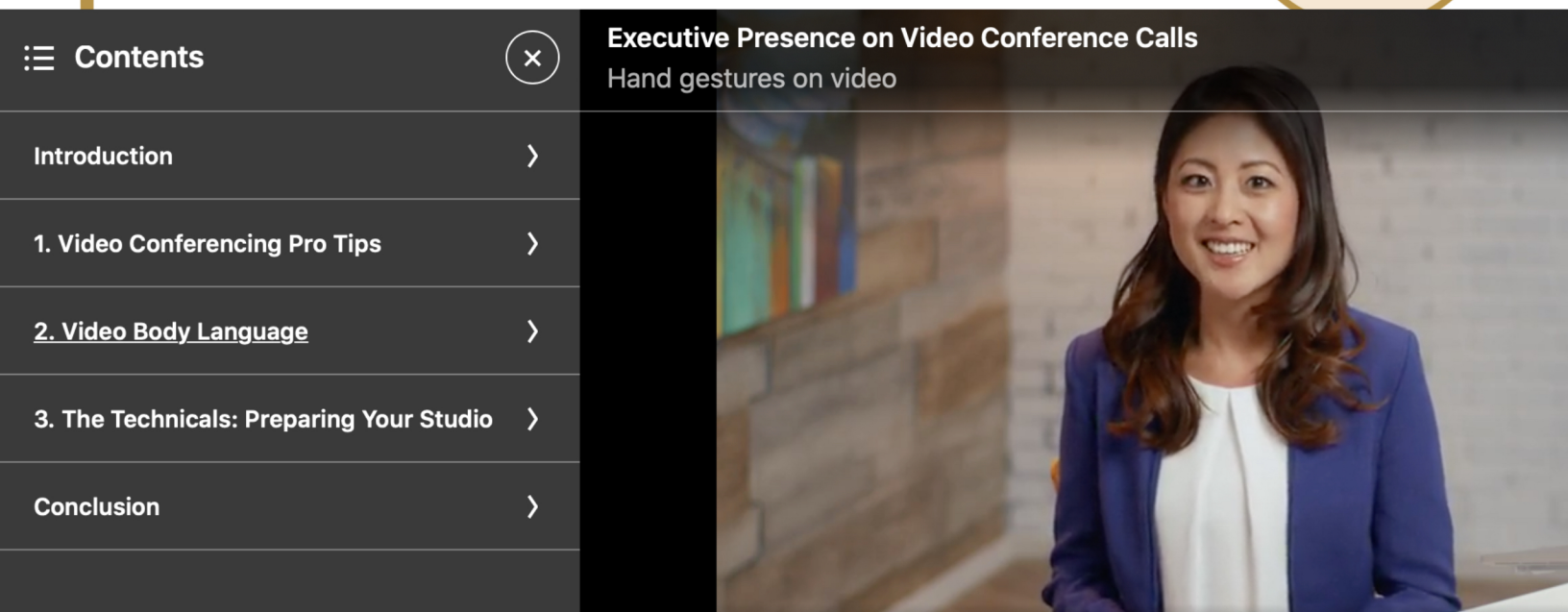


# Executive Presence

## LinkedIn Course

Over **77,000** professionals have completed this course.  
To learn more, check out our **#1 LinkedIn Course!**

Watch  
here!



The screenshot shows a course interface with a dark sidebar on the left containing a 'Contents' menu with items: Introduction, 1. Video Conferencing Pro Tips, 2. Video Body Language, 3. The Technicals: Preparing Your Studio, and Conclusion. The main area displays a video player for the lesson 'Executive Presence on Video Conference Calls' with the subtitle 'Hand gestures on video'. A woman in a blue blazer is visible in the video frame.

This course  
includes :

### Video Conferencing Pro Tips

Learn how to speak up, keep your content engaging, and enhance your conversation.

### Video Body Language

Get some insight into perfecting the use of body language during video calls.

### Preparing Your Studio

Review the importance of technical preparation to boost your video presence.

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# About **Soulcast Media**

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**Soulcast Media is a premier business communications & media agency.**

**Our mission is to touch the soul of every professional and executive to transform their approach in communicating so it's thoughtful, meaningful, and engaging. It's the soul of effective conversations.**

**We offer online communications training, corporate workshops, and 1-1 executive advising services.**

**You can find more information on [soulcastmedia.com](http://soulcastmedia.com).**

## About **Jessica Chen**

**Jessica Chen is a trusted communications advisor to several elite tech leaders in Silicon Valley and Asia. She is also the Founder & CEO of Soulcast Media, where she provides high-touch business communications strategies to elevate an individual's speaking, presence, and authority.**

**Prior to starting Soulcast Media, Jessica was a broadcast television journalist. She has been awarded an Emmy-Award for her work at ABC 10News and multiple Associated Press Awards.**