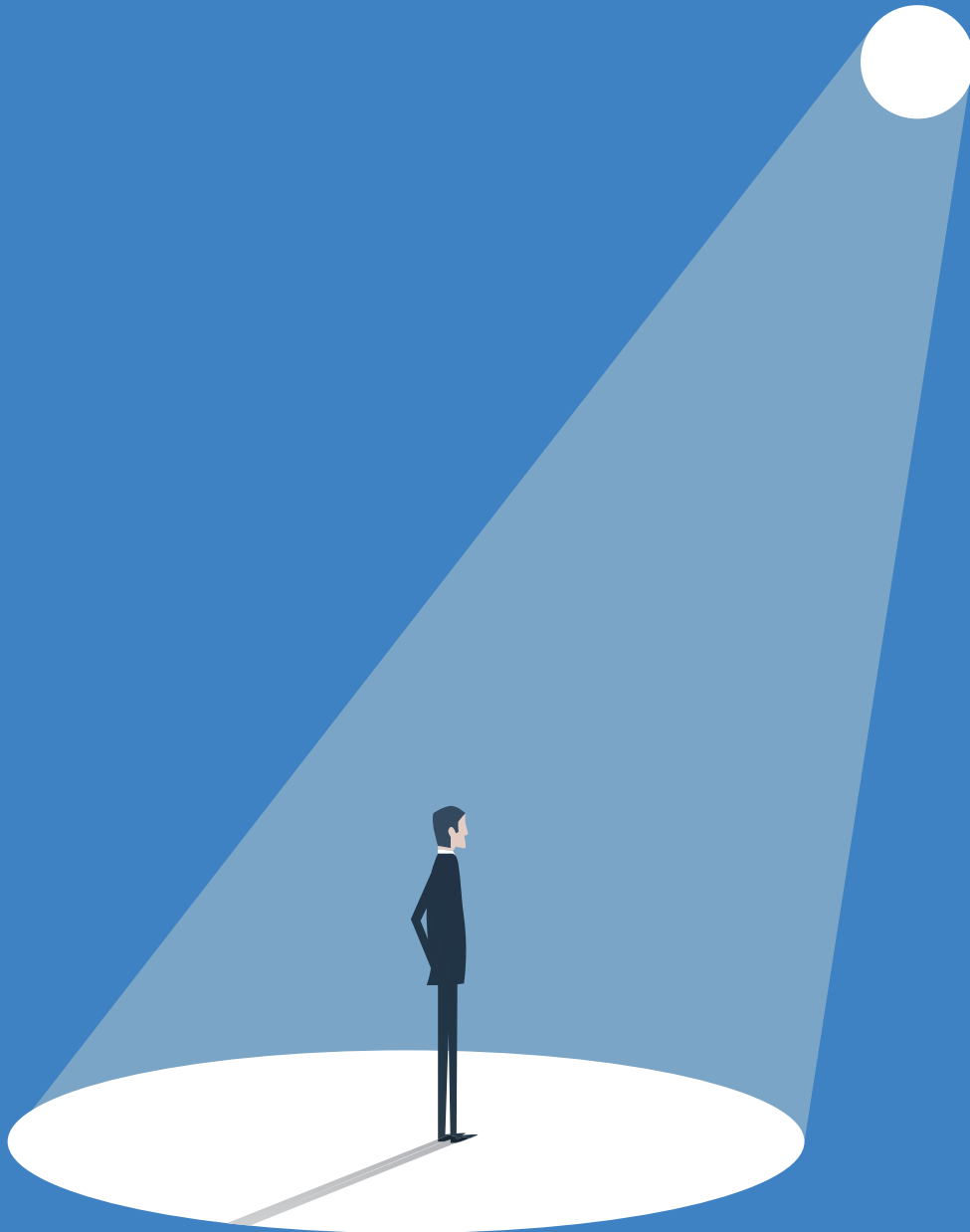


THE VISIBLE BOSS

Build your CEO's profile with live video



Kollective's eCDN is trusted by the world's largest enterprises to securely deliver video at scale.



INTRODUCTION

From regular All Hands Meetings to ad-hoc company updates, video is an essential business communications tool for sharing news and collaborating with teams in a more visual and personal way.

Use of this vital enterprise tool has been heightened by a growing preference – or requirement – for remote working and facilitated by new technologies. Used correctly, video broadcasting is an accessible medium that can save money, support diversity and inclusion, increase employee engagement and boost productivity.

With CEOs increasingly using video to communicate internally and externally, leaders are under pressure to clearly articulate updates and instill confidence in increasingly distributed workforces.

While virtual updates cannot replace face-to-face communication, video allows CEOs to be seen as approachable, informed, authentic and credible; and thus a trusted leader. Conversely, buffering videos or unprepared speakers leave listeners feeling disengaged, bored or frustrated.

The challenge for many organizations in the social media age is that all companies are content companies – every business needs to learn how to tell its story uniquely and effectively. To do this, businesses need to invest in scalable and engaging video.

This seamless incorporation of video into enterprise communication strategy and toolkits needs to come from the top. We developed this guide to provide practical advice from business leaders on effectively communicating via video.

47% OF EMPLOYEES AND 55% OF MILLENNIALS VALUE A SENSE OF COMMUNITY IN THE WORKPLACE - CLUTCH

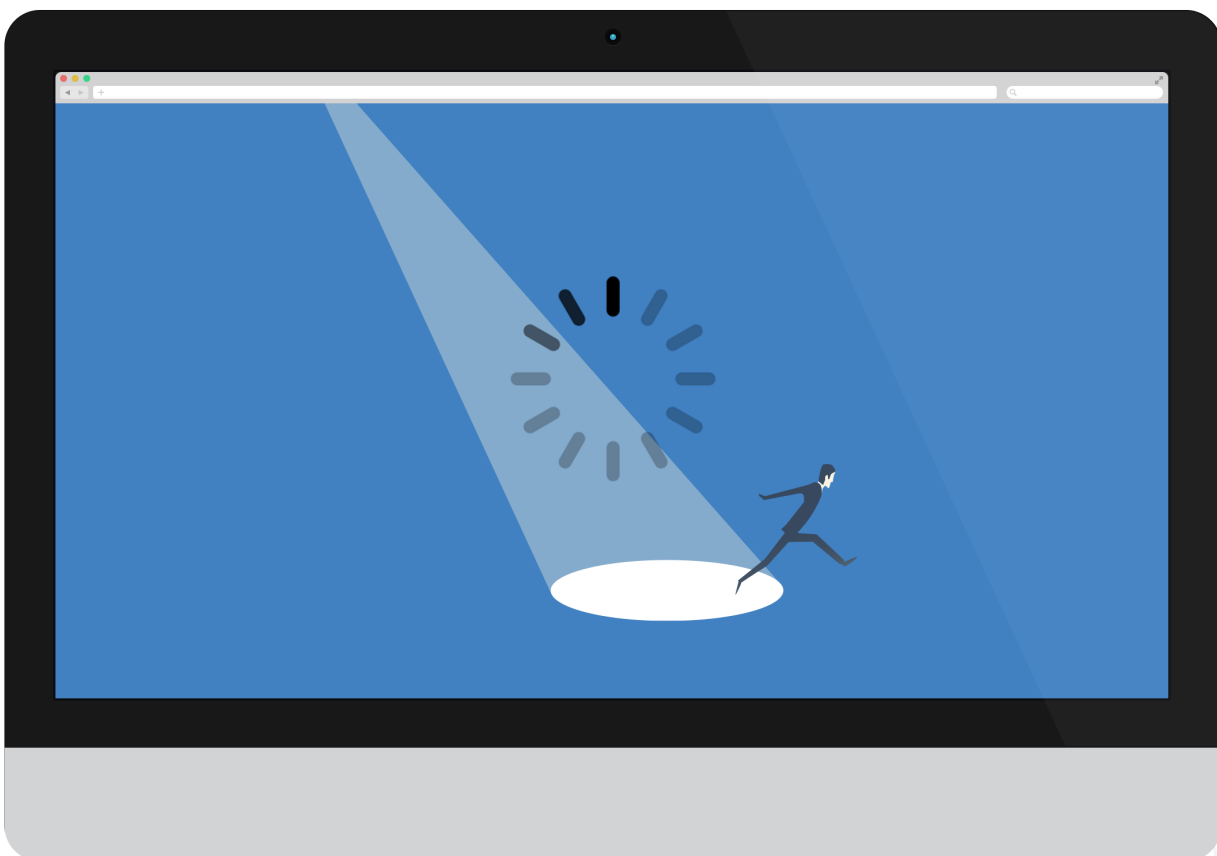


WHY VIDEO?

Quality relationships are vital in business. When speaking in person is not possible, Live Video offers all the same attributes – providing persuasion, engagement and leadership. Whether it's energizing the culture or navigating through challenging times, live video lets you leverage emotion and bond with your global workforce.

“One of the dangers of on-camera presenting is that relationships can be diluted by the technical nature of the exercise and the communication becomes entirely transactional, which is deadly to any sense of engagement and motivation. For the leader to be able to communicate in a way that will build relationships through a screen requires a sense of presence and intention, so that everybody on the other end of the broadcast feels that they are seen and being spoken to personally.”

- STUART MACKENZIE, CEO OF MAYNARD LEIGH ASSOCIATES





GETTING STARTED

Whether the video is one-on-one or an All Hands briefing, developing a clear strategy with all the right stakeholders on board is a critical first step. This requires:

- **AN OUTLINE OF THE DESIRED ENGAGEMENT, TRANSPARENCY AND EDUCATION OUTCOMES**
- **A PRE-DECIDED TONE OF VOICE AND APPROPRIATE VISUAL STYLE FOR THE VIDEO MESSAGE**
- **KEY COMPANY MESSAGE TOUCHSTONES THAT NEED PUTTING IN PLACE**

“Whoever is putting the video together needs to be a trusted advisor who can provide the necessary guidance for those who are not professionals in the video world. Each event needs an ‘owner’ whether that’s the CEO or dedicated teams further down in the organization. This person’s job is to ensure the right vision and message gets out and is received.”

- DAN VETRAS, CEO OF KOLLECTIVE





SELECTING THE RIGHT PLATFORM

The emergence of video meeting platforms like Microsoft Teams makes broadcasting your message technically easier and quicker to implement than ever before. To ensure you're using the right platform and video production approach, start by asking these questions:

1. Who will be watching this event and how large will the audience be?
2. Where is the audience located and what percentage will be joining live?
3. What communication style is needed? Is it a formal event with multiple speakers or a more casual team meeting?
4. How confident am I using a self-service platform like Microsoft Teams? Do I need additional video production support to achieve my goal for this event?

“Working remotely has proven to be a challenge, but, as a start-up, we simply can't afford to stand still. We started using Microsoft Teams for daily video and audio calls and created channels within the application to track progress of each project. It's actually proven to be a very smooth experience, with an incredible number of partners, shareholders and employees always available for a video catch-up.”

“I've decided to start daily vlogs on my LinkedIn channel where I briefly share updates on jisp's work, celebrate small victories and focus on uplifting world news. It is great to see not only my team getting involved, but also other people.”

- JULIAN FISHER, CEO AND FOUNDER OF JISP





RESOURCES

Allocating the right resources to ensure events go smoothly is another vital part of the communications puzzle. However, as it requires cross-functional teams that may not have experience hosting and managing video, it can also be the hardest.

“Business leaders will generally enjoy telling their company story in presentations and auditoriums, so it’s a case of helping them translate that experience to video through coaching and encouragement.

Leaders can also join workshops where the story is crafted, techniques are practiced, and messaging is honed. The key point is to challenge yourself constantly to tell the best, most engaging, most transparent story you can by being clear and concise.”

- DAN VETRAS, CEO OF KOLLECTIVE



ANALYTICS

When it comes to analytics, it’s not just about how many people watched the video. There’s so much more to learn from the data and turn into a scalable and repeatable process.

For example, knowing the geographic location of viewers as well as the length and number of content views

helps businesses better understand engagement with its content.

Some tools collect data on a network’s performance or potential bottlenecks and others analyze software distribution to understand if all devices are updated or patched.

Background visualization pulled from [Kolcollective IQ’s Geo Explorer report](#).



TIPS FROM THE EXPERTS

#1 KNOW YOUR AUDIENCE

Whether speaking to investors, customers or employees, knowing your audience is hugely important when preparing a speech. Even if not speaking face-to-face, understanding what and how your audience wants to hear a message will help keep them engaged. In challenging times of mass remote working, this can also help virtual offices and team catch ups feel more inclusive and normal.



“Currently, all internal and external face-to-face meetings are cancelled, meaning that video conferencing tools like Google Hangouts are essential in helping us feel like we are still all together. Most importantly, it maintains a sense of normality in what are uniquely challenging times.”

“We already used Zoom and Hangouts daily, but at the moment we fully rely on them. Without Slack, Google Hangouts and Zoom we would really struggle to continue to work as a team in the current climate. These technologies are great at keeping things efficient – sticking to quick agenda points and fast-paced decision making (especially with functionalities like screen sharing).”

JACOB WEDDERBURN-DAY, CEO OF STASHER



TIPS FROM THE EXPERTS

#2 OWN THE AGENDA

Delivering messages effectively to a group requires a planned agenda. For example, with live broadcasts involving multiple speakers, it's important to decide who speaks when, for how long, and in what format.

Additionally, good content flow between speakers reinforces the critical messages being shared and keeps audiences engaged. If someone will be speaking before or after you, it's important to determine a creative way to tie their sessions into your overall message.

“As with ‘regular’ in-person meetings, the key to productive virtual meetings is to be prepared with the key points you want to make and what you want people to take away from the meeting. This helps you make sure you cover what’s needed and make it useful to your audience. There is no doubt that it is more difficult to see how people are responding to you when the meeting is over video but preparing and, if needed, consulting with those joining the call beforehand, really does help.”

JOANNA ARNOLD, CEO, ACCESS INTELLIGENCE




TIPS FROM THE EXPERTS

#3 BE THE TALENT

While most business leaders won't require a green room or have any diva-like demands, it's important for presenters to prepare for and deliver in the way that works best for them. Whether that's choosing to stand, preferring a certain type of microphone or being in control of the slides with a clicker, it is vital for your presenter to be the talent.

Many companies will have in-house events teams and it's important to take advantage of their expertise. If you don't have an in house events team, many companies offer a solution to help.



“As long as AV and logistics teams are given enough time to deliver, added tools such as a visible timer or a confidence monitor can help provide reassurance and motivate speakers to keep going and learn what to do better next time.”

DAN VETRAS, CEO OF KOLLECTIVE



TIPS FROM THE EXPERTS

#4 COMMIT TO GETTING BETTER

Being a strong on-camera communicator is an essential part of the modern executive's job. Still, no matter how many times you do it, there is always room for improvement. One way to achieve that is asking for real-time feedback and taking it to heart. Start by rewatching your recorded on-demand meeting and notice your body language. Are you slouching? Folding your arms? Looking away from the camera? Confidence flows from good posture, so work out a way that feels comfortable and not staged.

Also study your language patterns and how you connect with both the people in the room and those joining virtually. Making sure everyone feels included can be the difference between an audience that's engaged or distracted and bored.

“If, like me, you're used to speaking to your teams in person, then it can feel odd not getting any reaction from your audience. To get used to this, we started off with pre-recorded messages as it allows you to see what you look and sound like when you're speaking to the camera — small things like remembering to smile can change the delivery of your message. Once you have done this a couple of times, it feels a bit more natural.”

MICHAEL TEIXEIRA, CEO OF MVF GLOBAL





TIPS FROM THE EXPERTS

#5 PUT IN THE WORK

As a leader, it's vital your audience trusts you. Slides should be used as a visual cue only, as communicating with your team is about speaking from the heart, not from bullet points or a script.

If going 'unscripted' feels too stressful, it's important to remember that performance anxiety is completely normal and even professional public speakers feel stress before going on stage. To overcome this, speakers should channel nervous energy into excitement and keep in mind that passion, not confidence, is what we remember about a speaker.

“Whether you are pre-recording a video or leading an on-camera meeting, it is good practice to have thought through what it is you want to say and how your audience might react to it. It is also vital to rehearse out-loud, even if just to yourself, allowing both your mind and your mouth to get around the phonetics, the phrases, and the facts of what you are trying to say.”

“In our presentation courses, we always have participants prepare both physically and vocally so they can communicate powerfully. This is even more imperative when presenting on camera. The vitality and authenticity of your voice, facial expressions and hand gestures are the springboard to maximize your impact and make your communication more engaging.”

- STUART MACKENZIE, CEO OF MAYNARD LEIGH ASSOCIATES





TIPS FROM THE EXPERTS

#6 HAVE FUN

People can tell when you're not having fun, especially if you're on camera, running the show. Don't be so robotic, loosen up, make eye contact and smile.

“Another benefit of using video comms is that teams will need to do Town Halls or team updates via video call, and for many, broadcasting from your kitchen or bedroom can feel very strange at first. I wanted to normalize this by going first and sharing a video from my front room (in my case, in front of my comic book collection for a bit of fun!). This is even more important for people who find they unexpectedly have their children at home, and it's been great to see our COO and CRO interrupted by their small kids every so often to prove we're all human and dealing with different pressures at this strange time.”

MICHAEL TEIXEIRA
CEO OF MVF GLOBAL

“We've found that what really works for keeping 'work families' informed during such challenging times is being able to use a range of tech to maintain their usual process for catching up and staying in contact. This has seen teams move to set up Monday coffee catch ups and Friday 'drinks trolley' over video chat.”

JOANNA ARNOLD
CEO OF ACCESS INTELLIGENCE





CONCLUSION

Today's younger, more tech-savvy workforce is fueled by a culture of video communications and entertainment across platforms like Netflix, YouTube and Snapchat. Simultaneously, video has become the preferred way for collaboration, communication and learning in the workplace.

However, enterprise video isn't as simple as sending out an invitation and starting to talk. It takes strategy, leadership buy-in and a reliable

technology solution to deliver your content at scale.

Kollective securely and efficiently delivers live and on-demand video across your corporate network without affecting bandwidth or requiring additional hardware. Whether you are broadcasting the next CEO Town Hall or distributing content, Kollective helps you be more successful, efficient and effective while empowering everyone in your organization to achieve their goals.



TO LEARN MORE ABOUT THE POWER OF LIVE VIDEO FOR CORPORATE COMMUNICATIONS, SCHEDULE A CONSULTATION WITH KOLLECTIVE'S ENTERPRISE VIDEO STRATEGY TEAM.

[KOLLECTIVE.COM/EVS](https://kollective.com/evs)