

The Napier logo is rendered in a white, clean, sans-serif typeface. It is positioned in the upper left quadrant of the slide, set against a dark blue background with a dynamic, blurred light streak effect. The overall aesthetic is modern and professional.

Napier

HOW TO LOOK THE ULTIMATE PROFESSIONAL ON ZOOM AND TEAMS

February 2022

Why looking good on video calls matter?

- Impacting professional brand with colleagues and career
- Impacting credibility with prospects:
 - If they can't hear you, they can't trust you and won't buy from you.
- Professional etiquette matters on remote calls as well

The journey of my video setup

- Far left is typically what we see now and even on the news
- This is their chance to shine in their industry, as a thought leader and industry commentator. But they've instantly killed their impact and lost an opportunity
- I now use the far-right setup:



Avoiding Distracting backgrounds

- Clutter
- Home-life
- Clothes in shot



Turn your video on!

- It creates a human connection
- It builds trust with others on the call
- We can read body language
 - Non-verbal and verbal communication
- There's nowhere to hide for all involved
- If you hate seeing yourself on camera, this will help with self-image issues like it did for me

Build your own look and feel in your working space

- Personalise your space
 - Add objects of personal interest like hobbies e.g. Cameras
 - Show qualifications e.g. degrees
 - Add background lighting (practical lights)
 - Add some nature – Fake plants from Amazon
 - Pictures of the wall of your local area

Treat video calls like a video production

- Lights
- Camera
- Audio



Lighting

- You can go simple with a ring light or have fun with advanced lights.
But have something. Webcams aren't professional cameras and need a lot of light to work well.

Camera

- You can use legendary webcams like the Logitech C920s or even use your phone with apps like Irium to connect your phone camera to Zoom/Teams

Audio

- One of the biggest issues. Use something simple like your smartphone headphones with a microphone. Wireless headphones look best personally or a mic on an arm like the Blue Yeti. I'll show my Blue Yeti in the shot.

Experiment

- Experiment, have fun and make the effort to stand out from those around you.
- It will get noticed.

Thank You!

Please let us know if you have any questions.

More information available at:

www.napierb2b.com/lookpro