



Public Affairs
Council

Work From Home Boot Camp: How Can I Be Awesome Online and Impress Everyone Ever?

CONRAD TOLOSA



Conrad Tolosa

Senior Manager of Awesomeness
Public Affairs Council

WORK FROM HOME BOOT CAMP



**If 10 is the Greatest
Communicator You
Know**

**How would you rate
yourself between 1-
10?**



What's really going on during your presentation and communication?

- Your value is being judged
- Which is probably why you signed up today



In what four areas is our value being judged?

1. Physical Appearance and Presentation
2. Communications Skill
3. Social and Emotional Intelligence
4. Competence and Clarity



What do Communication Skills Do?

- Is the foundational life skill
- Shapes how others perceive you
- Signals our competence, leadership potential, and social value
- Shapes your status in virtually any context



What's In it For Me?

- Career Opportunities
- Builds Trust & Credibility
- Becomes more persuasive
- Impresses others
- Stronger relationships



Agenda

- A. How Can I Raise My Perceived Value through How I Present Myself Online?
- B. How Do I Raise My Perceived Value by What I Say and How I Say it?



Part A.

How Can I Raise My Perceived Value through How I Present Myself Online?



What's the Problem?

- Many don't know what elements make a professional looking shot...
- But you're still communicating something about yourself



How Should I View Where I Broadcast from?

- It's a studio whether you think of it as one or not.
- Do you have a good studio or bad studio?
- What message about myself am I conveying?



What studio setup have we been trained to think as high value?

- Classic news anchor shot



What Makes a Professional Looking Shot?

1. Light

2. Framing

1. Camera at eye level
2. Head in upper half

3. Body

1. Posture, as if standing
2. Looking at camera
3. Dress to impress





Click to see full view

Ask Rufus

- Can it charge two phones at once?
- Does it have an automatic shut-off?
- Is the lamp easy to assemble?



AKASUKI Table Lamp for Bedroom, 3 Way Dimmable Touch Lamp with Dual Charging Station, Small Bedside Lamps for Night Stands, Living Room, Office(LED Bulb Included)

Visit the AKASUKI Store
4.4 (1,565) | Search this page
300+ bought in past month

-32% \$22.99

List Price: \$33.99

prime Tomorrow
FREE Returns

Exclusive Prime price
Color: White Shade-Black Base

\$22.99 \$33.99 FREE Delivery Tomorrow	\$29.99 \$34.99 FREE Delivery Thursday	\$29.99 \$33.99 FREE Delivery Thursday	\$26.99 \$34.99 FREE Delivery Tomorrow	\$22.29 \$28.99 FREE Delivery Tomorrow



Size: 14.25 in

- 14.25 in
- 18.11 in

Finish Type	Polished (base), Matte (shade)
Base Material	Metal
Bulb Base	E26 Medium

\$22.99

prime Tomorrow

FREE delivery Tomorrow,
August 20. Order within 4 hrs
34 mins

Shorter shipping distance

Deliver to CONRAD - Harrisburg
17112

In Stock

Quantity: 1

- Add to Cart
- Buy Now

Ships from Amazon
Sold by AKASUKI US
Returns 30-day FREE returns,
refund/replacement
Packaging Ships in product
packaging

See more

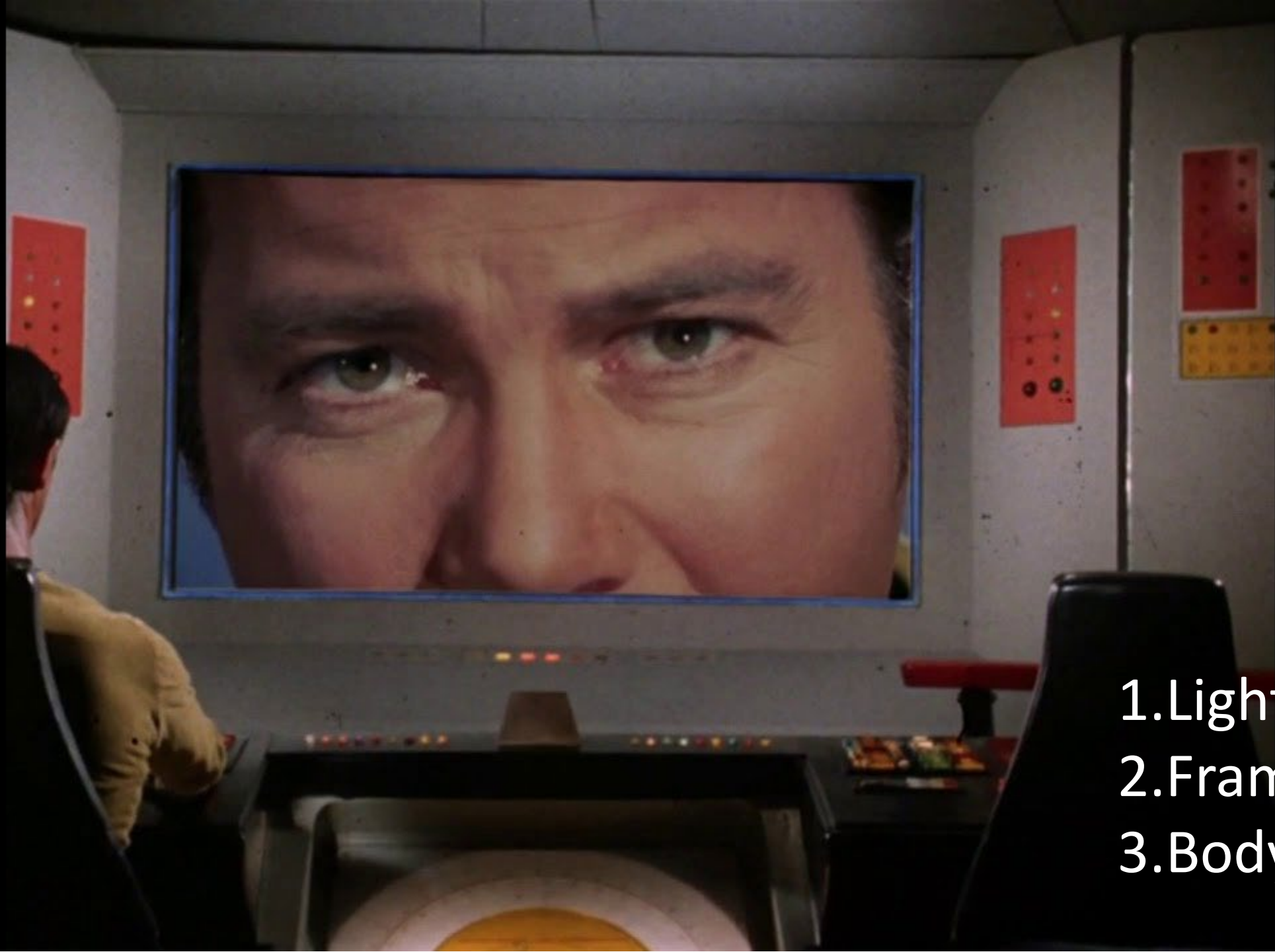
Add to List

How Can We Fix These Next Shots?

Get in this habit

1. Lighting
2. Framing
3. Body





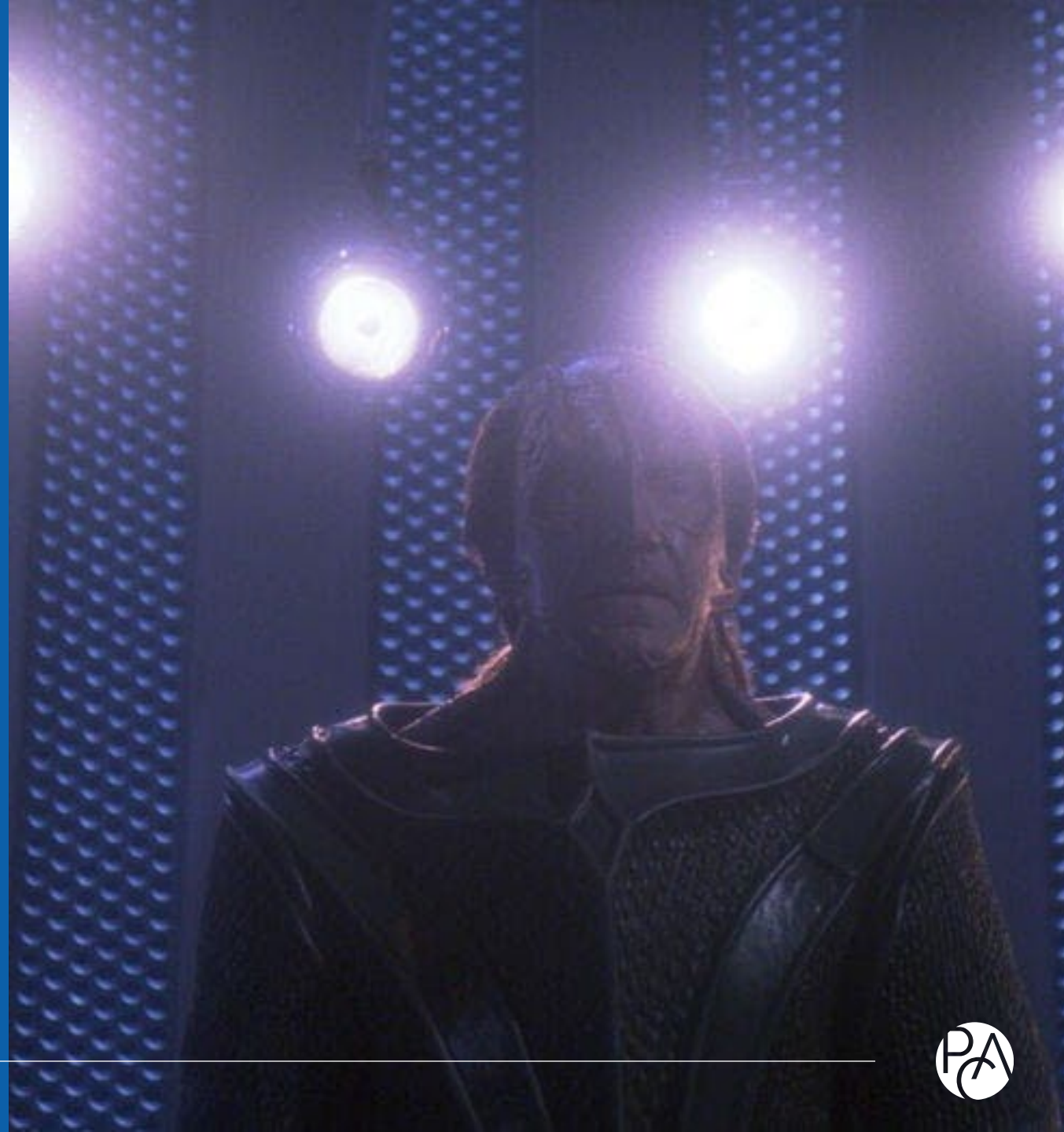
1. Lighting
2. Framing
3. Body

1. Lighting
2. Framing
3. Body



When Was the Last Time You Fiddled with Your Video Settings?

- Auto low light
- Portrait lighting
- Skin smoothing





Teams Test

Tuesday, Jul 29 • 10:30 AM – 11:00 AM EDT



Effects and avatars



Computer audio



Custom Setup



Phone audio



Room audio



Don't use audio



Cancel

Join now

Video settings



- ▼ Camera

 Brio 501

☐ OBS Virtual Camera

- ▼ Appearance

Adjust brightness ⓘ



Soft focus ⓘ



Mirror my video ⓘ



Looking for [audio settings](#)?

- General
- Video & effects**
- Audio
- Notifications & sounds
- Meetings & webinars
- Recording
- Share screen
- Team Chat
- Accessibility
- Keyboard shortcuts
- Statistics
- My account



Camera Virtual backgrounds Avatars Video filters Stu>

Mirror my video

Portrait lighting ⓘ

Adjust for low light

Manual

Low High

Touch up my appearance

Low High

What Makes High Valued Audio?



What Makes High Valued Audio?

1. Use a mic
2. Use a mic
3. Use a mic

* Headphone mics ok



i Last purchased Jul 29, 2024
Style: Standard | [View order](#)



[Click to see full view](#)



Movo GM-5 Professional 18-inch Gooseneck Microphone with USB Interface Stand, One-Touch Mute-Podium Microphone with Stand for Conferencing, Live Events, Streaming - USB Computer Mic for Mac, PC

[Visit the Movo Store](#)

4.4 (68) | [Search this page](#)

\$29⁹⁵

Two-Day

FREE Returns

Get 1 free item when you buy 1 select item(s) [How to claim >](#)

Get 1 free item with \$69 purchase [How to claim >](#)

May be available at a lower price from [other sellers](#), potentially without free Prime shipping.

Style: **Standard**

Standard	with Gain Control an...
\$29.95 FREE Delivery Thursday	\$49.95 FREE Delivery Thursday

Recommended Uses For Product Singing, Gaming, Streaming, Speech, Video Conference

Brand Movo

Model Name GM-5

Connectivity USB

Buy new:

\$29⁹⁵

Two-Day

FREE delivery Thursday, August 21. Order within **9 hrs 9 mins**

Deliver to CONRAD - Harrisburg 17112

In Stock

Quantity: 1

Add to Cart

Buy Now

Ships from Amazon

Sold by [Movo Photo](#)

Returns 30-day FREE returns, refund/replacement

Gift options [Available at checkout](#)

[See more](#)

Save with Used - Like New

\$23⁹⁶

Two-Day

FREE delivery Thursday, August 21

Ships from: Amazon

Musical Instruments › Microphones & Accessories › Microphones › Wireless Microphones & Systems › Wireless Lavalier Microphones



6 VIDEOS



[Click to see full view](#)

Ask Rufus

Does it cancel background noise?

Can it be used for podcasting?

Is it wireless?



PoP voice Upgraded Lavalier Lapel Microphone, Omnidirectional Condenser Mic for Apple iPhone iPad Mac Android Smartphones, Youtube, Interview, Studio, Video, Recording, Noise Cancelling Mic

[Visit the PoP voice Store](#)

4.1 ★★★★★ (3,397) | [Search this page](#)

Amazon's Choice

100+ bought in past month

-8% \$10⁹⁹

Typical price: \$11.99

✓prime Tomorrow

FREE Returns ▼

Exclusive Prime price

Save 5% on 2 select item(s) [Shop items >](#)

Save 8% on 3 select item(s) [Shop items >](#)

Save 10% on 5 select item(s) [Shop items >](#)

Recommended Uses For Product Singing, Streaming

Brand PoP voice

Connectivity Technology Auxiliary

Connector Type 3.5 mm Jack

Special Feature Clip

▼ See more

\$10⁹⁹

✓prime Tomorrow

FREE delivery **Tomorrow, August 20**

Or FREE delivery **Overnight 7 AM - 11 AM** on qualifying orders over \$25. Order within **5 hrs 6 mins**

Shorter shipping distance ▼

📍 Deliver to CONRAD - Harrisburg 17112

In Stock

Quantity: 1 ▼

Add to Cart

Buy Now

Ships from Amazon

Sold by PoP voice

Returns 30-day FREE returns, refund/replacement

Gift options Available at checkout

▼ See more

Add to List

Audio Tip Sheet

A mic is a camera for your voice – get in focus.

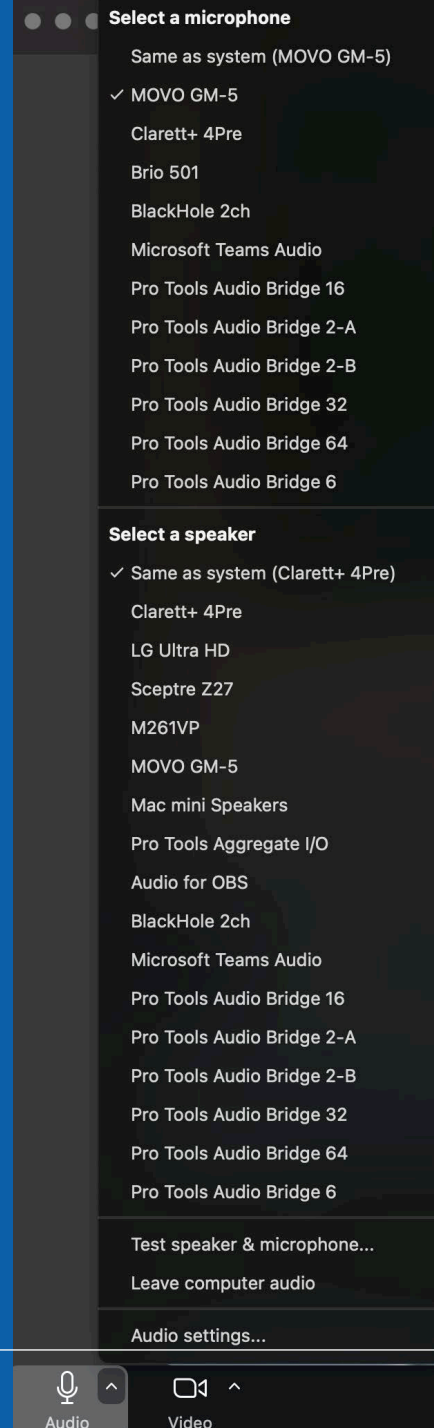
1. Close = Good
 2. Far = Bad
- Five inches or closer
-
1. Laptop mics are evil
 2. USB mics are good if close
 3. Headphones are fine
 4. Record and listen back on Zoom



What is the Classic Mistake?

Platform using wrong mic
(insert sad trombone music here)

1. Go to Audio Settings
2. Choose correct mic



How Can I Raise My Perceived Value through How I Present Myself Online?

1. Look like you belong on TV (news anchor shot)
2. Use a mic



Part B.

How Do I Raise My Perceived Value by What I Say and How I Say it?



What's the Ultimate Problem We Face?

- We're not as interesting as anyone's phone.
- Online presentations have the most distractions ever.



How Do I Not Be Boring? How Can I Be Engaging?

1. Body Language
2. Vocal Dynamics
3. Structure



How Should I Come Across?

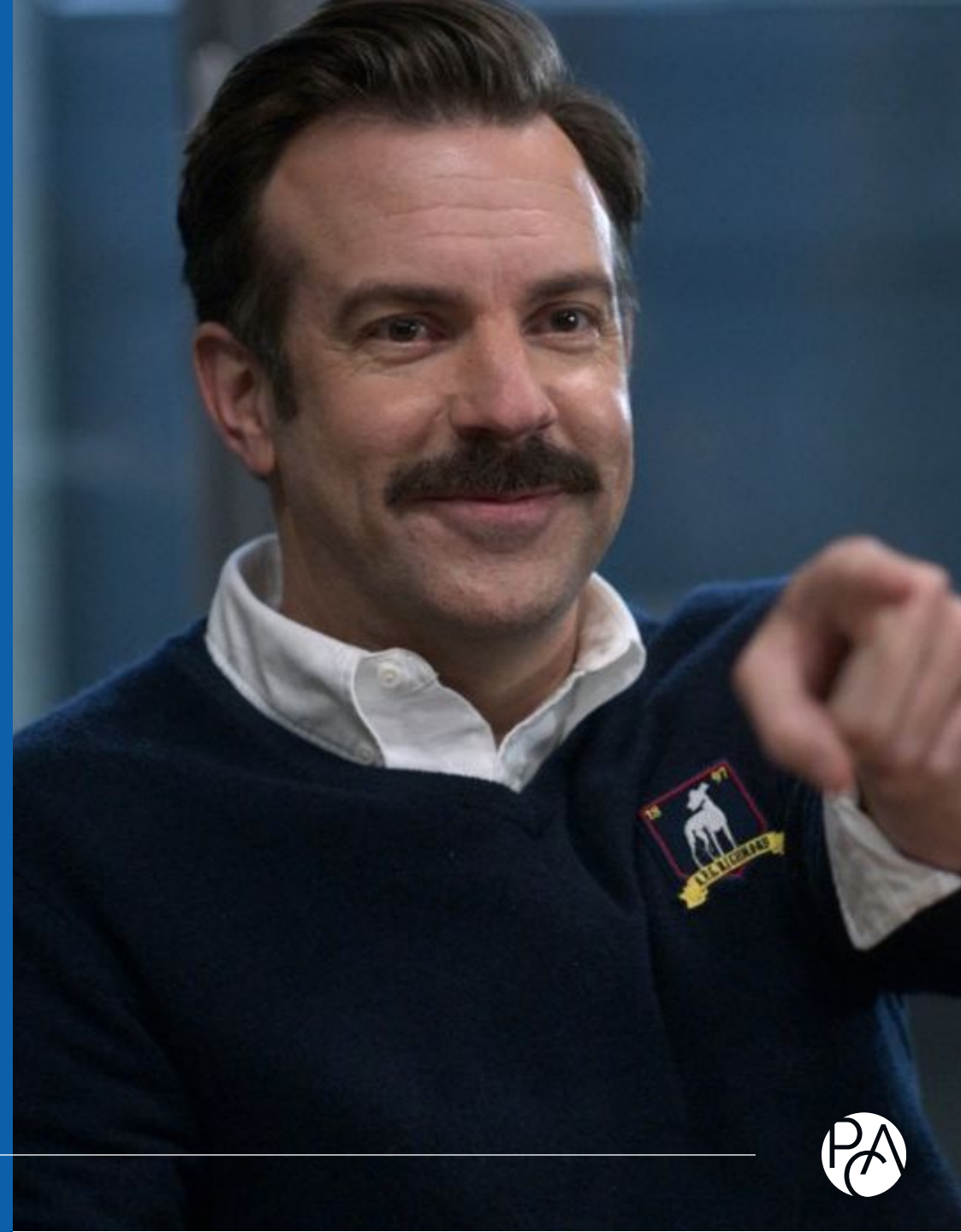
This speaker is talking about something they enjoy.



1. Body Language

- Positive Energy
- Bigger, Animated
- Approachable
- Confidence

(social & emotional intelligence)



2. Vocal Dynamics

Vary Your:

1. Volume
2. Pitch
3. Speed



Dynamics - Volume

- Volume is interpreted as confidence and energy
- Soft to loud – tension, emphasis
- Loud to soft – reflection



Dynamics - Pitch

- Monotone – 2-3 notes
- Low to high – Building energy, excitement, curiosity
- High to low – authority, certainty, conclusion.



Dynamics - Speed

- Slow down for emphasis
- Snape, "Don't. Lie. To me."
- Create dramatic pauses. Pause right before your point.
- Pause before and while reading lists.



Speak with “Voice Formatting”

- **Bold** – slow
- *Italicize* – raise pitch
- Underline – lower pitch, drama
- **Slash** – pause



That's too much.

Alternate between
two speaking
"emotions"

- Happy – louder, higher, faster.
- Grateful – slower, lower.



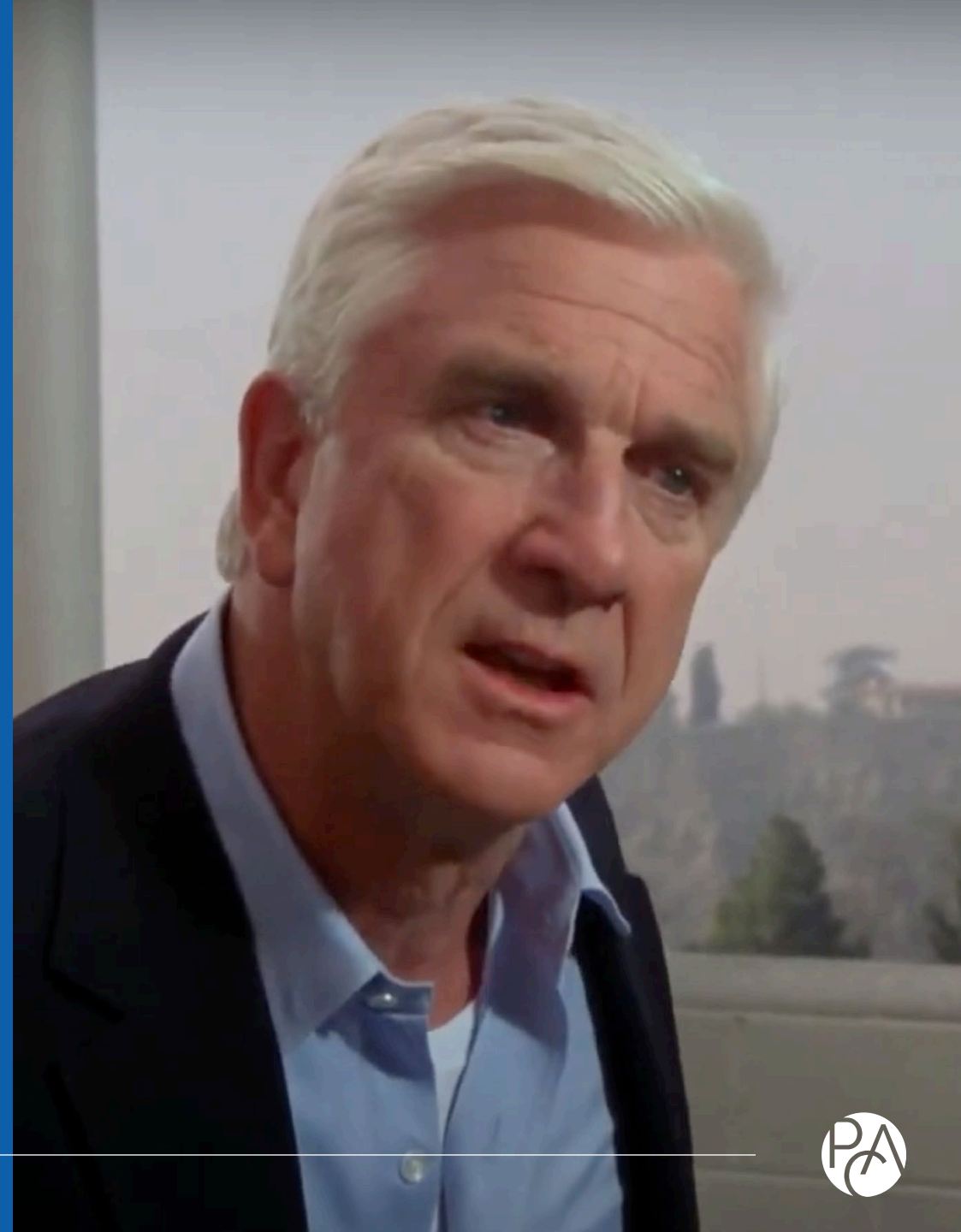
Happy

- "Look at photos of my puppy."
- "You really should watch Severance."
- "We can help you develop an effective advocacy campaign."



Grateful – lower, slower

- Frank Drebin, "This is our hill. And these are our beans."
- "Thank you so much for these Cool Ranch Doritos."
- "Discover the potential of data-driven advocacy in this session."



You try it...

Emotion: Happy to Grateful

Online content / that tells a **compelling story**
/ *and* [**attracts** / and **retains**] your audience's
attention / is **critical** / to a **successful digital**
campaign.

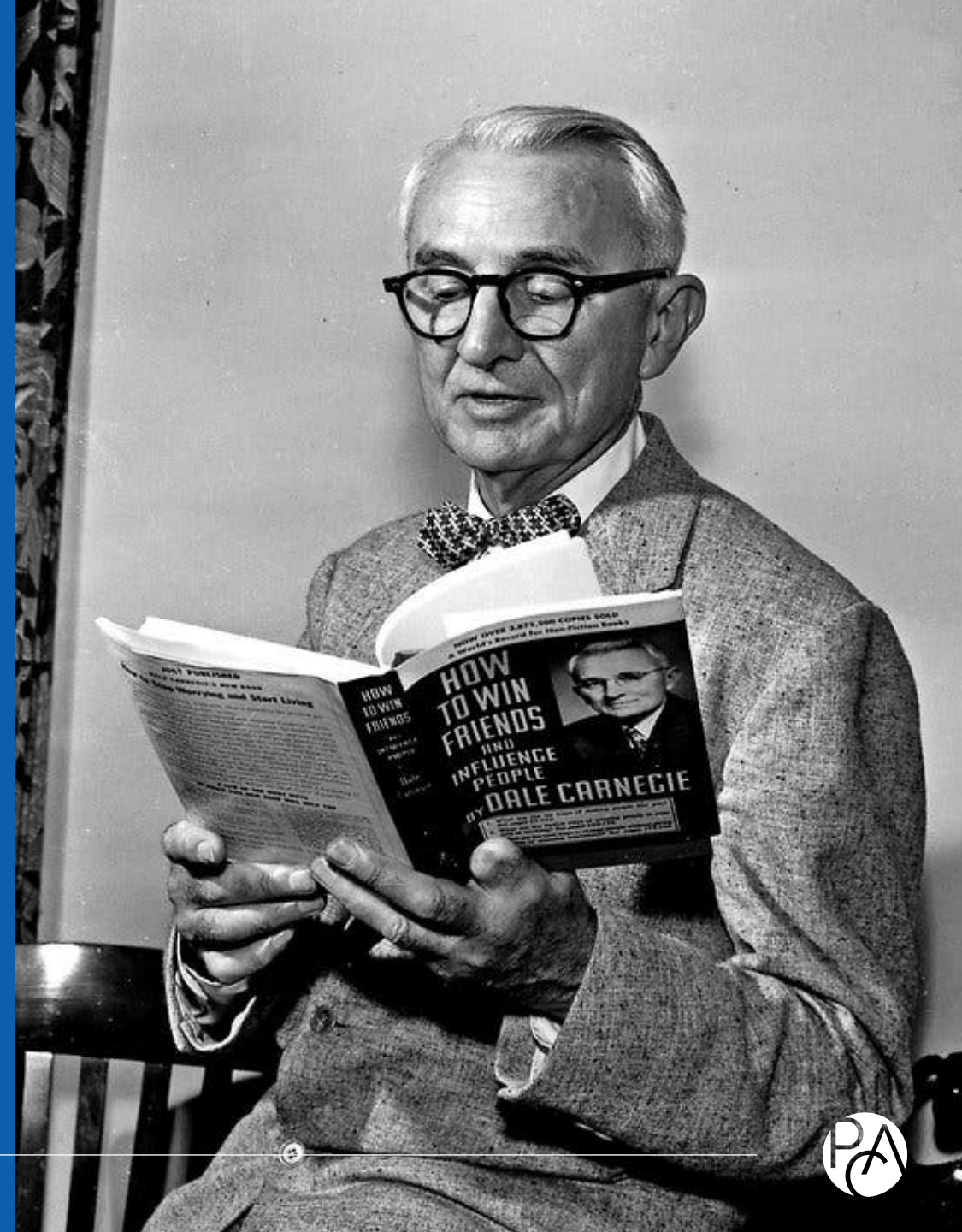
Emotion: Happy to Grateful

Good morning everyone. Thanks for being here.
I appreciate you taking the time. Let's go ahead
and get started.

How Should We Structure a Presentation?

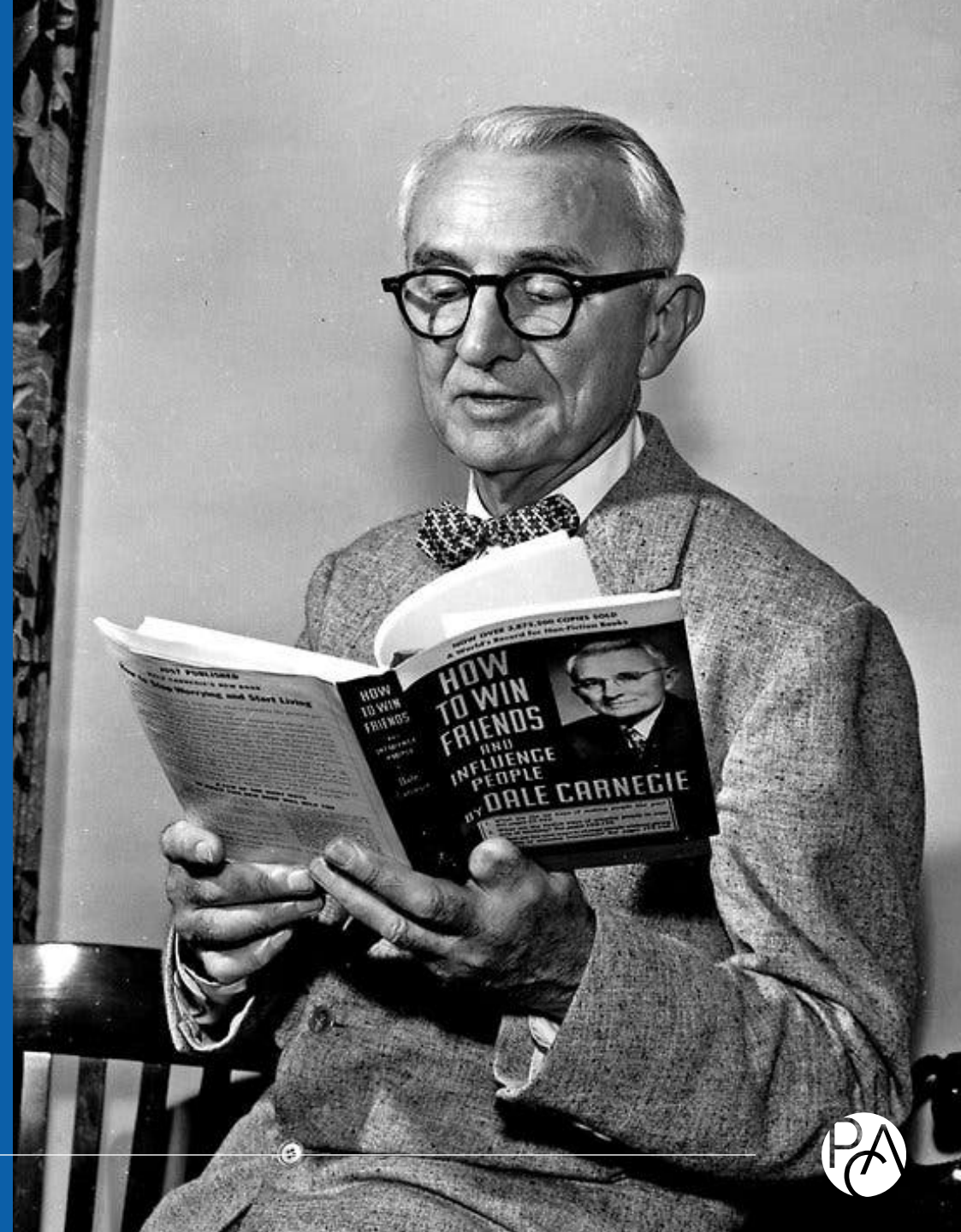
"The only way on earth to influence other people is to talk about what they want and show them how to get it."

- Dale Carnegie, "How to Win Friends and Influence People"



What's the Problem?

- We aren't the audience
- We follow our thought process
- We lose the audience



Solution: “Listen” to your Audience

- Put yourself in your audience's shoes
- Answer, “What's in it for me?”



How Can I Structure "What's in it for Me?"

The Hook

- Answer "What's in it for me?"

The Body

- Problem, Solution, Benefit, Action

The Summary

- Practical Takeaways



Any Other Structures?

- Problem-Solution
- The Minto Pyramid Principle
- Storytelling (The Hero's Journey)
- What? So What? Now What?



How Should We Structure a Presentation?

- Start Strong
 - Do I like this speaker? Yes.
 - Am I going to be bored? No.
- Hook them
 - What's in it for me?
 - Does this detail matter to them?
- Have a clear structure



Practical Takeaways: How to Raise Your Perceived Value While Working from Home

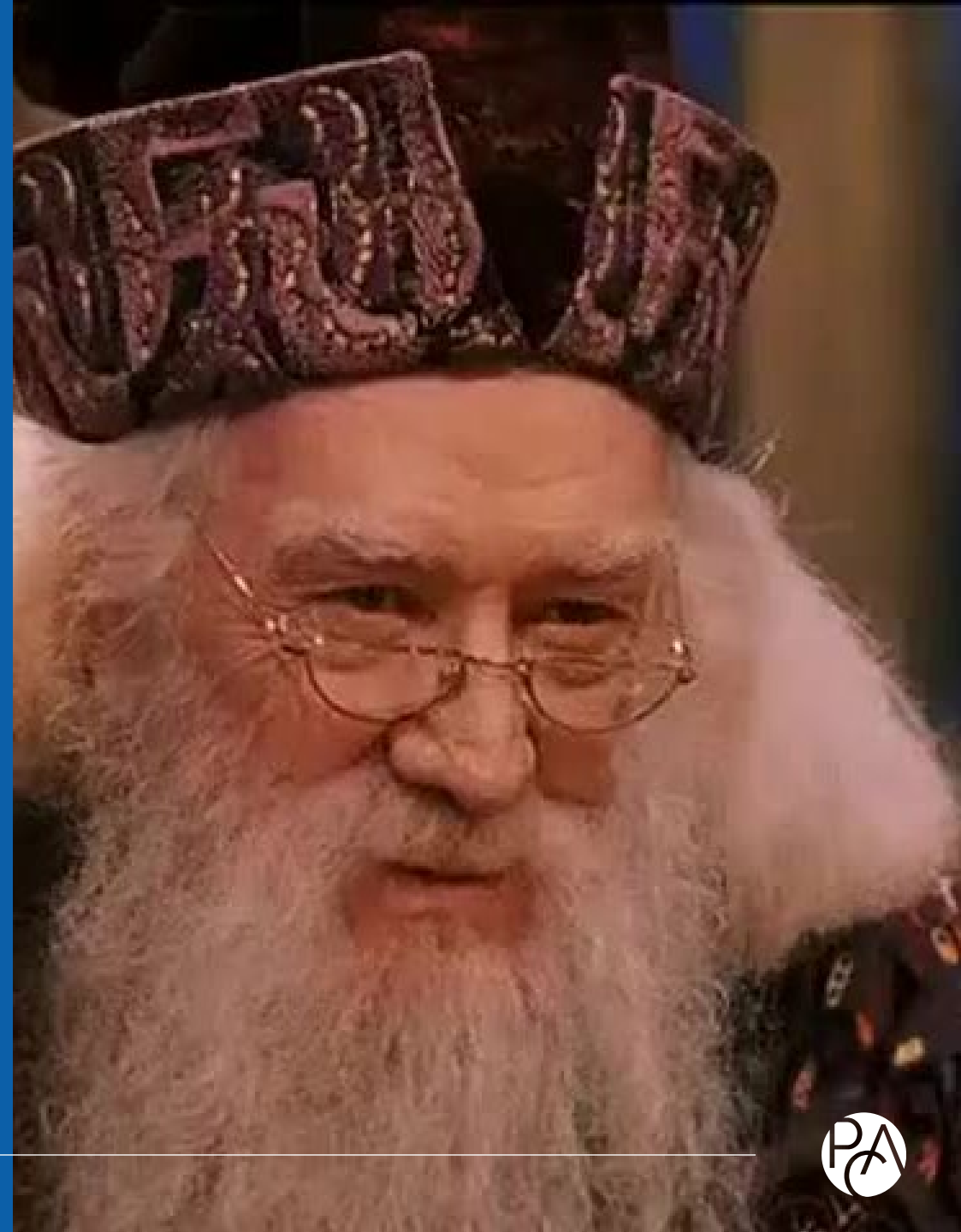
- **What You Can Do Right Now**
 - Impress with your studio (TV, mic)
 - Impress with how you present yourself
- **Practice**
 - Radiate positive body language
 - Practice vocal dynamics
 - Find a structure that works
 - Practice your presentation (record it)
- **Learn to Really Listen! (WIIFM?)**
 - Focus on others' needs and learning style
 - What problems are they trying to solve?



Dumbledore has
awarded us:

+51 value points

* Which means we beat Slytherin by 1 point



Any
Questions?

conrad tolosa

ctolosa@pac.org

WORK FROM HOME BOOT CAMP

