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04-12-21 | HOW TO BE A SUCCESS AT EVERYTHING

How to own the room in your next Zoom meeting

Presenting via video means that many of the normal cues are gone. Here's how you can still connect with people.



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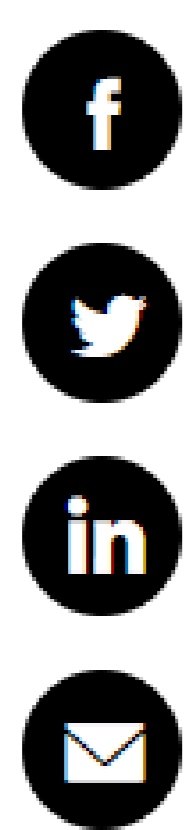
BY **STEPHANIE VOZZA** 4 MINUTE READ

When you're making a presentation or conducting a meeting in a conference room, it's easy to tell when people are engaged and when they check out. If you're open to them, body language clues can help you know when to change your delivery or ask for questions. When you're in a Zoom room, however, much of the context is missing.

Zoom fatigue is real, but that doesn't mean you have to surrender to the technology, says Susan McPherson, author of *The Lost Art of Connecting: The Gather, Ask, Do Method for Building Meaningful Business Relationships*.

"Technology is a tool, not a means to an end," she says. "To forge lasting relationships, we need to learn to be more intentional and authentic and reconnect with people as human beings—especially right now. It's using our tools with intention and compassion."

While most of us would agree that meetings were tedious before, virtual meetings can make them even worse, adds Karin Reed, CEO of Speaker Dynamics, a corporate communications training firm, and coauthor of *Suddenly Virtual: Making Remote Meetings Work*. The book was recently added as part of Stanford University's School of Business's "Essentials of Strategic Communication" course for the Spring 2021 semester, proving that Zoom meetings and the like aren't going away soon.



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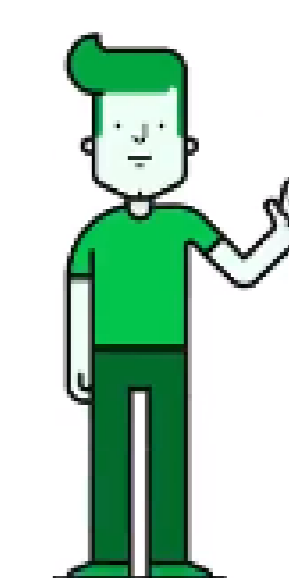
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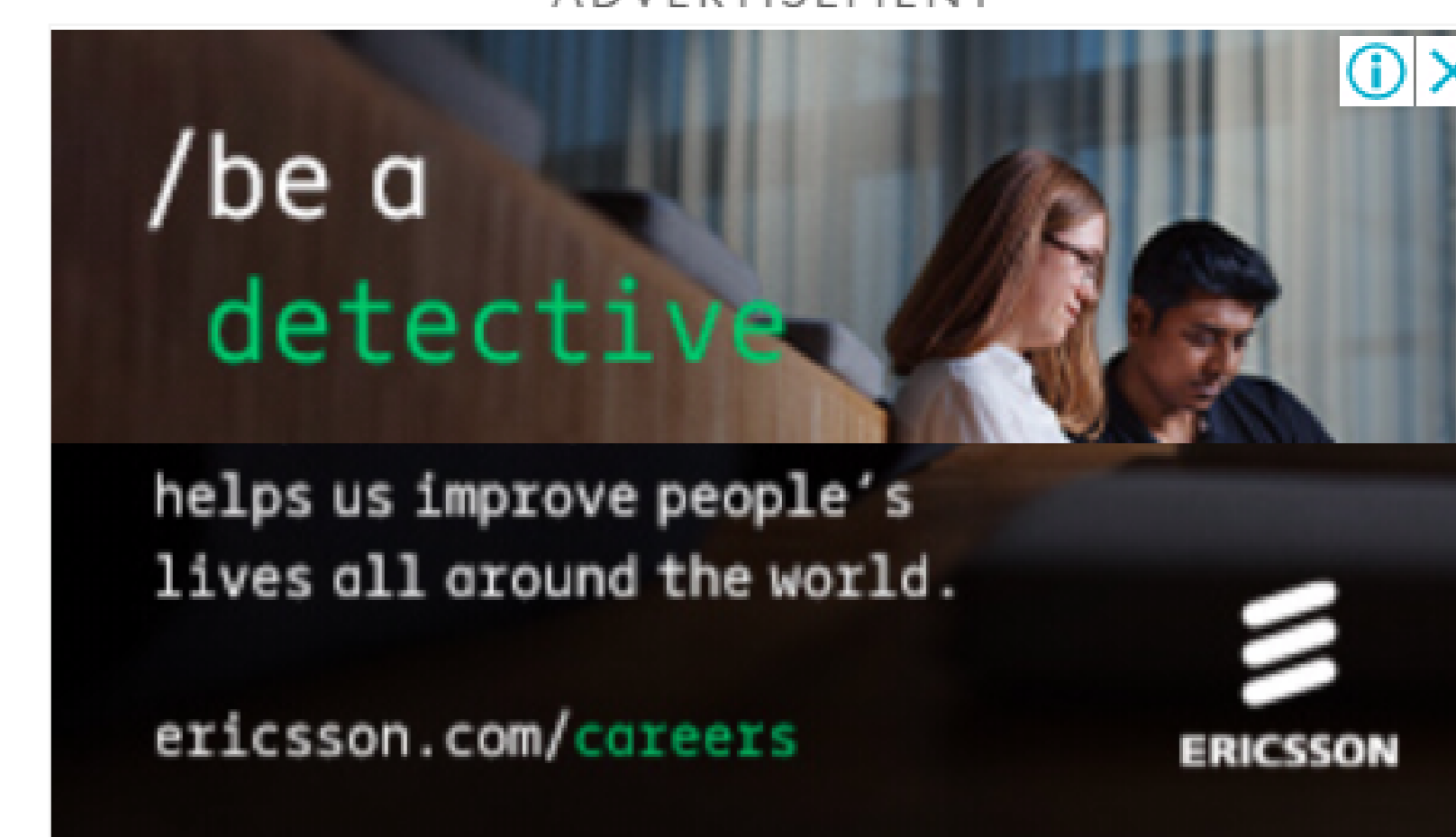
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