

# Home or Office....or Both?

Greater Oklahoma Postal Customer Council

February 10, 2022

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## Overview

- A little background
- Necessities
- Webcam 101
- Platforms
- Online meetings
- Hybrid lifestyle
- Little things that count



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## My background

- Home office since 2001
- Road warrior (until 2020)
  - 100K airmiles/year
  - 100 hotel nights/year
- Speaking
  - Onstage since 1994
  - Teleseminars/Webinars since 2008
  - 50 webinars in 2020-2021



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## Home Office Set Up





- What's available?
- What do you need around you?
- Communications
- Privacy when you need it

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## Webcam 101








- Camera
- Lighting
- Sound
- Posture and hands
- Eye contact



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## Platforms

- Zoom
- GoToMeeting
- Go To Webinar
- Google Meet
- MS Teams
- MS Skype
- WebEx



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## Online Meetings

- Use an agenda
- Start with a welcome
- Test technical issues
- Take notes and share post-call
- Avoid multi-tasking
- Keep meetings small
- Use mute when not speaking



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Our sales team  
achieved a  
**37% higher**  
close rate  
when they always  
turned their  
camera on.



#CMC2019 @DanielWaas

GoToWebinar  
by LogMeIn

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Do what only you can do.  
Be human. Be yourself.



On your next meeting, **get on camera** & start building trust with your team!



Next time you produce a video, have it **show you & how you help** your customers



Next time to build a relationship with your customers at scale, **host a webinar.**

#CMC2019 @DanielWaas GoToWebinar  
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## Hybrid World: New Challenges

- Experience
- Communications / Collaboration
- Alignment
- Unconscious Bias

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## Don't forget....

- This is new for most people
- Routines – not ruts
- Dress for work
- Take a break
- Schedule your day



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## Close the Door at the End of the Day



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# Thank you!

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# About The Berkshire Company

An independent management consulting firm, The Berkshire Company specializes in improving your business process, including analyzing your operation, developing and selecting solutions, and providing project management.

The Berkshire Company has helped more than 80 organizations improve their operations with:

- Process Evaluations & Improvements
- Strategy Development
- Project Management
- Outsource vs. Insource
- Mail Center Security
- New Technology

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