

## **EFFECTIVE SKYPE COMMUNICATION**

### **Prior to the call**

#### **Time zone**

It may seem trivial, but checking the time zone of the person you will be having the conversation with is essential, and should be done prior to the conversation.

#### **Agenda**

As in face-to-face meetings, during the video call it is good when everyone taking part knows the topic of your conversation. Thanks to this, you and the others taking part in the conversation will be more prepared for the meeting.

#### **Testing**

Test your equipment beforehand. Double-check that everything is working well: headphones, microphone, camera.

#### **Eliminate possible interruptions**

Make sure that no one will interrupt you during the call. Check your surroundings – make certain that you don't have a window behind you and the place has good lighting. Turn off notifications on Skype and other apps.

#### **Be prepared**

Gather all links and materials you would like to share with the client during the call into one place, remember the Pareto rule: 80% preparation, 20% presentation.

#### **Appropriate clothing**

We all like to joke that during a video call one does not have to put on clothes below the waist. However, you would not like to be caught without your pants on, would you?

## **During the call**

### **Focus**

Focus on the conversation, look at your partner and don't multitask. Keep your back straight, try not to slouch.

### **Check for understanding**

Do not assume that the person you are talking with understand everything. Paraphrase to facilitate understanding.

### **Show initiative**

Smile and keep the conversation going by using wording like: Are you with me? Do you know what I'm saying?. And very important: SMILE :)

### **Be consistent**

Briefly go through the agenda, summarize all agreed points. Look directly into the camera, especially when you're talking about crucial topics (introduction, etc.).

## **After the call**

### **Follow up**

Follow up with a thank you e-mail, summarize the agreed points and further steps that need to be taken. Suggest a date for the next call.