



# THE FEARLESS FACILITATOR

## 5 TOP TIPS ON HOW TO INCREASE YOUR IMPACT VIRTUALLY

In this month's top tips newsletter, the focus is on how to increase your impact, especially when working virtually. First though, what is impact? For me, impact is your ability to make a positive difference on someone or a situation; It's being able to influence and/or effect a change which leads to a desired outcome.

The 5 top tips I recommend using to increase your impact are:

1. Know yourself
2. Know your clients
3. Know your desired outcome
4. Know your tech
5. Know your bad habits



The top tips have been written in a way that accommodates both physical and virtual situations, so regardless of how and where you're facilitating next, they should still apply.

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# 1. KNOW YOURSELF



## Why

**It's hard to have a positive impact on others if you're trying to be someone else. If you're not being authentic and true to your values, you will have a negative impact on others because they will see the disconnect between your behaviour and the real you. For instance, if you're trying to be nice or show that you care and you don't really mean it, the recipients will know and will be react badly.**

## What

**People react to positive energy. Think about what your passion is. If you're a facilitator, trainer or presenter, ideally you will be passionate about helping those you serve and wanting to make a real difference to them. This passion will influence how you show up and connect with your group. Remember, as the leader, your attitude and behaviour will be infectious.**

## How

**Reflect on your values. What do you stand for? What do you believe in? How does that show up when you lead events? Personally, I want to help others succeed in their careers and I believe I can make a positive difference to the people I serve. This commitment shows up in how I design, develop and deliver events for my clients. Knowing yourself and your values will shape how you connect with others and define the impact you have on them.**



## 2. KNOW YOUR CLIENTS



### Why

**When you understand who your clients are, both from an Organisational and personal perspective, you are better placed to help them. By understanding their needs and their challenges, you can tailor your approach to address them and make your event both relevant and helpful.**

### What

**If you are able to demonstrate to your clients that you understand their situation, their needs and challenges, your impact will be greater, compared to someone who doesn't acknowledge such things. Being able to walk in your client's shoes can help create empathy, building a stronger connection between you and your clients.**

### How

**Knowing your clients will be an investment in time and energy. The payoff is creating an event which will be of value to them. Understand what the context for your clients is. What's going on in their Organisation? Where are they now and where do they need to be? What obstacles are in the way? How are they feeling about their situation? What are their immediate priorities? Has anything been done before to address the situation? If so, what happened?**





# 3. KNOW YOUR OUTCOME



## Why

Have you ever been in a meeting or workshop where it just seems to meander with lots of chat and no meaningful outcome or actions? How frustrating is that? It can feel such a waste of time.

Knowing what you're trying to achieve at an event can help focus everyone to the same goal as well as provide a clear measure of success for the event. If you can help drive your group to a meaningful outcome, your impact will increase.

## What

Start with the end in mind. Knowing the desired outcome will influence the rest of the planning for the event. It will shape the:

- Process (how will you get to the outcome)
- Participants (who do you need to achieve the outcome)
- Platform (what tech do you need to support the process)

## How

SMART goals have been around for ages, but they are still valid and help to keep the goal clearly defined. Are they Specific, Measurable, Agreed, Relevant and Time bound? The 'A' in SMART can sometimes be referred to as 'Achievable' but personally, I prefer 'Agreed' because it encourages a conversation and consensus with the group on the goal. That's the key here. If there's no alignment on the goal, it will be difficult to achieve. The 'R' in SMART can also refer to 'Realistic'. Knowing the context of your client's situation should help you determine that with your group so that should already be covered. Having a relevant goal will help boost the group's engagement and your impact because the value to the group will be clearer.



# 4. KNOW YOUR TECH



## Why

**What does it feel like when someone's trying to drive an event where the tech isn't working? What impact does it have on you?**

**Do you feel empathy for the leader? Do you feel frustrated? Do you shift your focus and do something else while you wait? Do you leave the event altogether? Knowing your tech and creating a seamless event will boost your impact.**

## What

**This is one of the those factors that people will notice more when it's not going well. Your impact will quickly erode if the tech isn't working and you lose your cool when trying to sort it out. I've had many problems with tech over the years and many of my participants have complimented me on staying calm while trying to resolve the issue. The scope of 'knowing your tech' isn't limited to you and your team; it also covers the need to educate your participants as well.**

**Wherever possible, keep it simple and stick to tech that you and your group are familiar and comfortable with.**

## How

**Get a high quality camera. This will make it easy for the audience to see you, your facial expressions and any props you use when communicating. No one likes to spend time looking at poor picture quality.**

**Get a high quality microphone. Make it easy for people to hear you.**

**Close down all unnecessary applications which may slow your tech down or worse still, cause it to crash!**

**Rehearse with your tech. Know what it can and can't do well.**



# 5. KNOW YOUR BAD HABITS



## Why

There are many bad habits which can detract from having a positive impact on people. We all have a few bad habits which erode our impact. We need to be aware of them first in order to eliminate them and increase our impact. My worst bad habit is talking too fast. The impact of this is greatest when I'm working with non-native English speaking people who struggle to keep up with me. I lose people. When I lose people, my ability to impact them positively reduces drastically.

## What

Here are some typical bad habits. Which ones do you recognise?

- Presenting to your screen rather than the camera
- Verbal garbage (you know, erm, err)
- Mumbling
- Staring at your slides
- Too many slides
- Too much text on slides
- Poor time management
- Talking too quickly
- Not going on mute when not talking
- Cramming too much into your event

BREAK  
BAD  
HABITS

## How

Focus on your group and maintain eye contact to them as much as you can to boost your impact. Be clear and concise in your messaging; rehearsals are good to hone your key points. Less is more; how much you say, how many slides you use and how much text you use on slides. Get feedback from folks you trust on your bad habits and make those changes to boost your impact.



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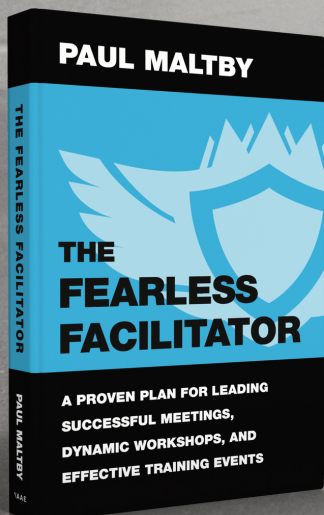


**August Tips Newsletter**

**5 Ways to handle your nerves**

**If you need any help or advice on how to design, prepare or deliver your next event, please let me know.**

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