

MCAA Presents

“Virtual Communication Skills”

Follow Up Participant Guide

Presenter – Mark Matteson

Mark Matteson started his career as an HVAC Technician in 1976 in the USAF. He is an inspiring international speaker and the author of the international bestseller, “Freedom from Fear” and four other books. For over 30 years, Mark’s positive humor and peak-performance tools have impacted HVAC Contractors, Distributors, Associations and Manufacturers around the globe, igniting personal and professional success for tens of thousands of people.

Introduction

VP of First Impressions (ST)

“Are you in the C.I.A.?”

C = _____

I = _____

A = _____

How else can YOU make a great first impression?

“Round the Horn” (Hope to Gain?)

The Clothes You Wear Each Day Matter!

When I was a technician I wore coveralls and a baseball cap. When I became a Project and Maintenance Sales Professional I wore slacks and a button down shirt, sometimes with a sweater or at times, depending on the client, a sport coat. I always tried to dress just a little nicer than my clients.

Because Zoom is Visual Medium, what you wear matters. How you look matters. Here are 10 things to remember and do, as you prepare for a Zoom Meeting:

- . 1) Shower, Shave (or put on makeup) and dress like you are going to work...YOU ARE! Do not wear you PJ's!
- . 2) If you are working from home, test a few backgrounds. Is it clean, organized, and professional as possible?
- . 3) If you are working from home, have the children and pets in another room if possible.
- . 4) Prepare for the meeting like you would any other. Have handy the Files, Pen/Paper/Journal, and take good notes.
- . 5) Mute yourself (in the lower left corner, microphone icon)
- . 6) Don't sit too close.

- . 7) Use you Mac or PC if possible. Only use your phone as a last resort!
- . 8) BE present in the meeting. Do not do dishes or be walking around. It's a short meeting. If you have to get up, click the blue button in the upper right hand corner of your video image and click "Stop Video". (You can add a pic in settings)
- . 9) Zoom Meetings are the future. Get used to it.
- . 10) Be on your best behavior. Pretend you are at church. Be considerate, kind and eliminate cursing if possible.

“It’s not the strongest of the species that survive (and thrive), nor the most intelligent; but the one most responsive to change!” - Charles Darwin

“Fold Your Arms!”

Five Facets of Grief (Elizabeth Kubler Ross)

- 1) *Shock*
- 2) *Denial*
- 3) *Anger*
- 4) *Bargaining*
- 5) *Acceptance*

- 1) *“What? Webinars? Why?”*
- 2) *“I’m not doing those...who needs them?”*
- 3) *“I don’t like how I look!”*
- 4) *“I suppose I could attend a few...”*
- 5) *“These are here to stay. I better get used to them.”*

A-K-V (Auditory > Kinesthetic > Visual

Boomers > Gen X > Millennials

Telephone > Email/Text > Video/Zoom

Pin Video & Active Listening = Focus

“The most important skill an actor has is to actively listen. If he can’t master that skill, he will never take his craft to the next level.” -Clint Eastwood, Director, Producer, Actor

L.P.Q.P. = Listen, Pause, Question, Paraphrase

Active Listening has four simple components (I said “Simple” not “Easy”!)

- 1) Listen without interruption making eye contact, nodding, smiling and leaning forward hanging on their every word.
- 2) Pause 3-5 seconds before you respond. This requires real discipline and focus. Before you get to five, they will start talking again.
- 3) Question for clarification asking “How do you mean?” or “Can you give me an example?”
- 4) Paraphrase means saying, “In other words...” and repeating back what you thought you heard. 80% of the time, they will respond with very emphatic “EXACTLY!”

Chat and Solving Problems/Sharing Solutions

STORIES ARE STICKY

Never Had a Chance? (ST)

“How to Tell a Story that Sticks!” (The “7 Timeless Laws of Great Storytelling”)

- 1) Every great story must contain something useful. A moral, practical advice, a proverb, maxim, aphorism or lesson learned.
- 2) It must come of experience, first person experience is most effective. Either a warning or example or both.
- 3) It must affect our head *and* heart. Funny or poignant. It must remind us of how we feel.
- 4) It must seem possible, appealing to the everyman, universal. We must be able to relate.
- 5) It must be open to interpretation, free from explanation. The reader or listener draws his or her own conclusion.
- 6) If 3rd person, it must be accurate, researched, true. This category is best used for examples and are particularly useful regarding loss or joy.
- 7) The story must be told with sincerity, belief and emotion.

Q & A??

E.S.O.B.A.S.T.???

I once watched Arnold Palmer golf at a seniors tournament and was savoring trudging amongst the masses of “Arnies Army”. He was in his 70’s at the time. Few people understood how well he managed his “Self-Talk” on the course. Near the end of his life, he attributed an old poem for his success in managing his emotions and actions. I first heard this poem at a Basketball Camp when I was 14 years old.

*If you **THINK** you’re beaten, you are.
If you **THINK** you dare not, you don’t,
If you would like to win, but **THINK** you can’t, It’s almost
certain you won’t. If you **THINK** you’ll lose, you’ve lost.
For out in the world you’ll find, Success begins with a fellow’s
will, it’s all in the state of mind.
Life’s battles don’t always go, to the stronger or faster man,
But sooner or later the man who wins, is the man who **THINKS**
he can!*

*“Setbacks are opportunities for comebacks! Let’s choose Peace over Panic;
Faith over Fear; Wisdom over Worry; Determination over Doubt; Prayer
over Pity; Helping over Hoarding; Stretching over Shrinking! ”*
-Mark Matteson

“My #1 Takeaway?”



This Too Shall Pass by Mark Matteson

One of my favorite stories involves a man who was in a terrible car accident. As he was sitting in the emergency room of the local hospital, feeling sorry for himself, and in tremendous pain, he noticed a bag lady, wearing unwashed shabby clothes staring at him. She stood up, walked over, smiled and said, "You are in a lot pain..." "Yes," replied the man, "I think my ribs are broken." Touching his shoulder, she said in a comforting tone, "This too shall pass." In a strange way, her words helped. Six weeks later, the same man, the same hospital, the same bag lady. It was a very different reason for being there. His first son was born. He was happy, proud and smiling. The bag lady approached him again and said, "You are happy..." "Yes," replied the man, "My son was just born, eight pounds, five ounces!" Smiling, she touched his shoulder and said, "This too shall pass."

We are in the midst of an unprecedented time, and yes, this is a very serious virus. Because it's an election year and unprecedented use of social media, fear is at an all time high in terms of quantity and volume.

Speculation is running amuck. My children have never been through anything like this; it's the first time for them. We boomers on the other hand, have survived SARS, Ebola, Mad Cow, et al.

The only voices I listen to are the C.D.C. and W.H.O. They represent the information that honestly serves the general population. Anyone else has a political agenda or a subjective fear based perspective.

We need to take a step back and breathe. This is not a pollyanna perspective. It's pragmatic optimism. What CAN we do? What is OUT OF OUR CONTROL? It's the Serenity Prayer in action. Most people have only heard the 12-step short version. What follows is the original version:

*God grant me the Serenity
To accept the things I cannot change,
Courage to change the things I can,
And the Wisdom to know the difference.*

*Living one day at a time,
Enjoying one moment at a time.
Accepting hardship as a pathway to peace,
Taking, as he did, this sinful world as it is,
Not as I would like it.
Trusting that he will make all things right,
If I surrender to his will.
That I may be reasonably happy in this world
And supremely happy in the next.*

Today, because I am grounded, I am enjoying a beautiful sunrise in Edmonds. For the first time in 24 years I'm home for a couple of months!

Journaling this morning I thought about what I CAN change:

- 1) I can Pray
- 2) I can Meditate
- 3) I can Journal
- 4) I can Read Inspiring Books
- 5) I can Call someone I trust and talk
- 6) I can delimit my input of News and Social Media
- 7) I can make a Gratitude List
- 8) I can reassure my children that "This too shall pass!"

9) When I do leave my house I can use good judgement and maintain safe protocols

10) I can enjoy the little things, like the sunrise or a baby's smile, a dog chasing a ball on the beach

11) I can **write ebooks** that give others hope, inspiration and courage.

12) I can expand my **Coaching** and **Webinar** Business.

I told my children recently: *"I love you more today than I did yesterday, but not as much as tomorrow!"*

May you find some peace and calm in the midst of this storm.

Even hurricanes are temporary...and as the Bag Lady taught us, this too shall pass!

e-book of the Month

"We Become What We THINK About"

(Mental Management Magic) by Mark Matteson

To receive a FREE ebook, simply email your request to:

mark.enjoythejourney.matteson@gmail.com

Outlines for My Webinars

Working from Home 101 (The Balancing Act!)

- >Covid Comfort Zones***
- >Wondering Why Work at Home***
- >Mastering the Mindset***
- >One Day at a Time***
- >The Hour of Power***
- >Balance and Bullet Points***
- >Lessons Learned (from 24 years of working from home)***
- >Bounce Back, Fast Forward***
- >Why Worry***
- >Righteous Responsibility***
- >Picture Perfect Parenting***
- > D.F.F.O.T.A.A.T.F.W.Y.S.?***
- >New Normal***
- >Survive and Thrive***
- >Power of Paradox***

Virtual Communication Skills (Getting the Most from Zoom Meetings)

- >Getting Started***
- >Get Dressed for Work***
- >Do's and Don'ts***
- >Some Things You Just Need to Know***
- >Active Listening Lessons***
- >W.A.I.T. = Why Am I Talking?***
- >Block Out Distractions***
- >Chat, White Boards and Mute***
- >E.S.O.B.A.S.T.?***
- >SOME Things Don't Change***
- >Action Items and Follow Up***

Hosting Zoom Meetings For Beginners (Why Not You?)

- >Let's Zoom...***
- > Sending Invites***
- > Start the Video***
- >Invite People***
- >Computer or Phone?***
- >Manage Mute or Unmute***
- >Share Screen***
- >Advance Sharing Options***
- >Chat***
- >Record?***
- >Q & A***
- >Thumbs Up?***
- >Ending***
- >Follow up Value Added***
- >Now Wasn't That Fun?***

Freedom from Fear (Navigating the Rapids of Change)

- >Professional Potential***
- >Awareness and Action***
- >Self-Talk Success***
- >Habits and Honorable Heights***
- >Attitude and Altitude***
- >Getting Goals***
- >Career or Calling?***
- >Wonderful WINS***
- >Consistency Counts***
- >Other-Centered Offering***
- >Heart of Helping Others***
- >Facing F.E.A.R. (False Evidence Appearing Real)***

>Improving Customer Relations (Keeping More of the Business You Have)

- >Getting the Most from Webinars**
- >How to Make a Great First Impression**
- >How to Handle Delicate Situations**
- >How to Deal With an Angry Customer**
- >The Art of Active Listening**
- >Rapport and Raving Fans**
- >Moments That Matter**
- >Attitude Determines Altitude**
- >Empathy & Improv**
- >Telephone Skills**

It's About TIME (How to Get the Right Things Done In Less Time!)

- >On Inspirational Dissatisfaction**
- >On Habits and Comfort Zones**
- >On Organization**
- >On Value and Goals**
- >On Attitude**
- >On Words**
- >On Keeping a Journal**
- >On Procrastination**
- >On Gratitude**
- >On Mentors**
- >On Getting The Right Things Done**

Stay Home, Stay Safe, Get Things Done!

"And remember, setbacks are opportunities for comebacks! Let's choose Peace over Panic; Faith over Fear; Wisdom over Worry; Determination over Doubt; Prayer over Pity; Helping over Hoarding; Stretching over Shrinking! " -Mark Matteson

Mark Matteson - Best Selling Author, International Speaker

To order one of my books, go to: www.sparkingsuccess.net/store

To receive your FREE Private Coaching Session or to Schedule a Zoom Webinar simply call me at 206.697.0454

Questions? Simply call or text me at 206.697.0454.

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“Make it a great day...unless you have other plans!”

