

How to Be More Authentic and Creative on Video

GoSkills online course syllabus

Skill level

Beginner

Lessons

20

Pre-requisites

No prior experience needed

Video duration

51m

Estimated study time

51m 46s

Instructor

Sam Bennett

Introduction

1 Unlocking opportunity

If you felt more comfortable on video, what do you think would happen?

Today's World of Video

2 Why is video so hard?

There are several reasons why bringing your full and authentic self to a video event can feel challenging.

3 Why it's challenging

There are understandable reasons why being on video doesn't feel quite natural.

4 Why it's important to reveal the real you

Being yourself at work has many proven benefits, and the same rings true in today's hybrid working environment.

5 Showing up authentically

Balancing authenticity and professionalism is an important line to tow.

6 Being your creative self

When you lean into your creative side at work, you create an environment where others feel encouraged to do the same.

7 Scenarios that invite opportunity

Whether it's a weekly meeting or an important presentation, there's an opportunity for you to thrive.

After an Online Video Event

8 **Reward, reflect, relax**
Now that your event is over, you'll want to do 3 things.

9 **Following up**
After your event, it's important to tie up any loose ends as quickly as possible.

10 **Connecting the dots**
Since an important part of your event was showcasing authenticity and creativity, it's important for you to thread that needle through to long after the event.

Prepping for an Online Video Event

11 **Organize your agenda**
In order to help you prepare for your online event, you should map out an agenda or an outline.

12 **Pump up your energy**
Hyping yourself, and your energy, up prior to a video event is a helpful strategy to maintain engagement when you aren't in person.

13 **Setting the vibe**
When you're on video, there are several aspects of your environment that help you to convey a nonverbal message.

14 **Event must-haves**
There are a couple of items you should always have by your side during an event.

15 **Practice!**
You're likely aware that you should practice before any important event, presentation, or speech, but are you certain you're going about it the right way?

During an Online Video Event

16 **Event dos**
There are several tools and techniques you can use that help your message come across more effectively and invite your attendees to engage more meaningfully.

17 **Event don'ts**
Just as there are best practices for online meetings, there are also things to avoid using that can stifle creativity or bore your audience.

18 Creating an experience

One of the best ways to demonstrate your authentic self is by getting real with your audience and creating a space where they feel they can do the same.

19 Emotional equanimity

When things feel like they might be going off the rails, it's crucial for you to remain calm.

Conclusion

20 Stealing the show

Thanks for watching this course!

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