

Being Influential at Work on Video

GoSkills online course syllabus

Skill level

Beginner

Lessons

26

Pre-requisites

No prior experience needed

Video duration

1h 14m

Estimated study time

1h 14m

Instructor

Noah Edelson

Introduction

1

The new normal

Working remotely and using video to communicate has become the new normal in today's world.

Fundamentals of Video

2

Types of videos

Video is used in several formats for several outcomes in the workplace.

3

Choosing your platform

Different platforms have different video requirements, so being mindful of the platform you're presenting on is key.

4

Platform tools

Breakout rooms, whiteboards, chat boxes, and more.

Elements of Successful Videos

5

Setting the stage

When you're on camera, think of yourself like you're delivering a performance.

6

Advanced production secrets

There are many different tools that you can use to craft a compelling and impactful message for your audience.

7

Green screens

Being that today's world is now largely remote, you might've considered investing in a green screen as a tool for being on screen at home.

8

Presentations that pop

If you stumble in getting your information on screen, your message can become diluted or lost.

Defining Your Message

9

Intro to scripts

When creating a presentation, the idea of using a script may seem daunting or unnecessary, but this doesn't have to be the case.

10

Defining your strategy

There are many factors to consider when working to craft a message.

11

Formatting your script

Different presentations can require different formats to effectively deliver a message.

12

Writing your script

While script writing may feel tedious, it's a proven way for you to get your message down in black and white.

13

Rehearsing is key

A surefire way to get comfortable with your presentation is to rehearse.

Common Formats

14

Participating in Zoom

Participating live during a zoom meeting is one of the most common forms of video you'll encounter in today's world.

15

Zoom preparations

Delivering a zoom presentation or webinar is a more formal structure where your participants have different accessibility.

16

Zoom presentations

Presenting over a live video platform can be stressful.

17

Sales reels

When communicating with your users, a great way to deliver a message is by using a sales reel.

18 **Video promos**
A promo is a tool you can use to get your audience excited for something.

19 **Teaching online**
Teaching a topic or skill is a fun way to engage with others and help them learn.

20 **Job interviews**
Whether you're interviewing for a role or interviewing someone else for a role, it's important to put your best foot forward.

21 **Live streams**
Live streaming is an immediate and effective way of connecting with clients, colleagues, and customers.

Producing the Content

22 **Preparing to film**
Ahead of filming, one final component of preparation is to address any potential issues before going on camera.

23 **Ready, set, action!**
At a certain point, you've done all of the preparations you can do, and it's time to deliver.

24 **Post production**
The show is over, but your work isn't quite done.

25 **Getting the word out**
Once your message is ready to be shared, there are a few key tactics you can use to make sure it's heard loud and clear.

Conclusion

26 **Time to engage**
Thanks for watching this course!

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