

# INFLUENCING A REMOTE AUDIENCE

## Questions to address

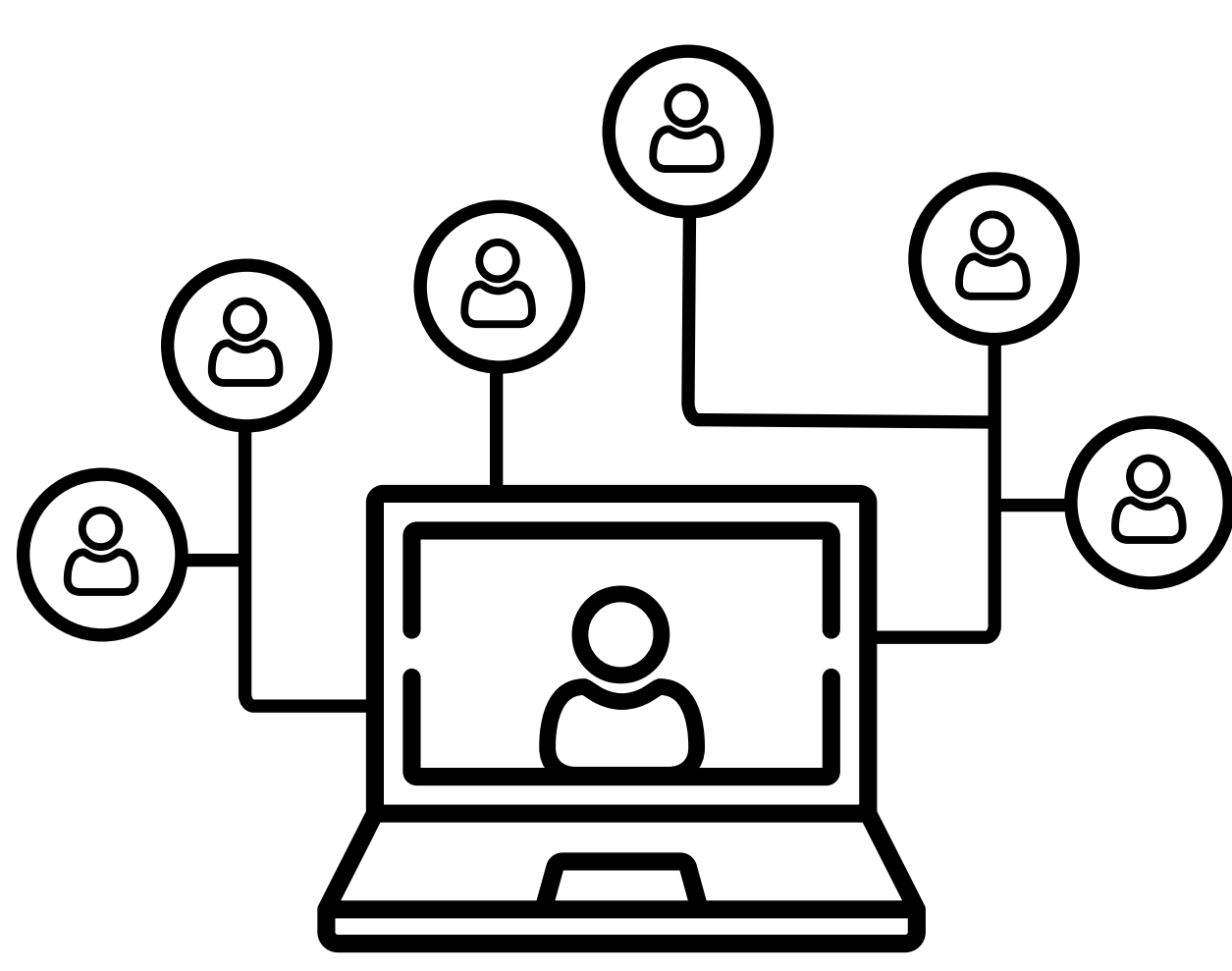
**HOW**  
to communicate compelling messages virtually

**HOW**  
to build rapport with a remote audience

**HOW**  
to influence decisions and actions



## How remote influence occurs

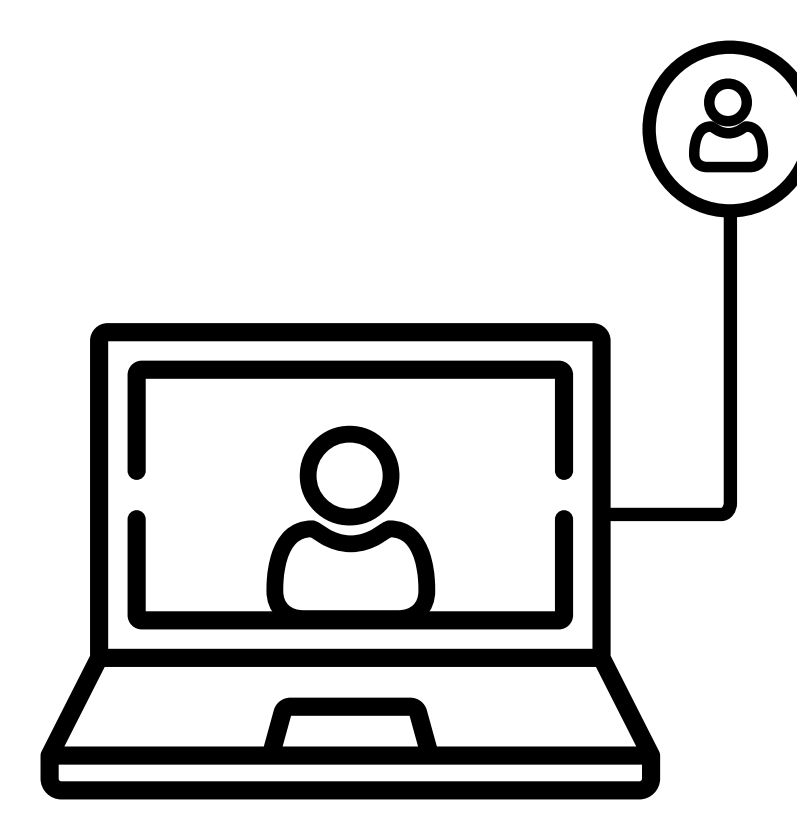


### One-to-many

Present a message through a **virtual presentation**

The aim is to inform audience about a topic & inspire thoughts and beliefs

Synchronous / directed communication



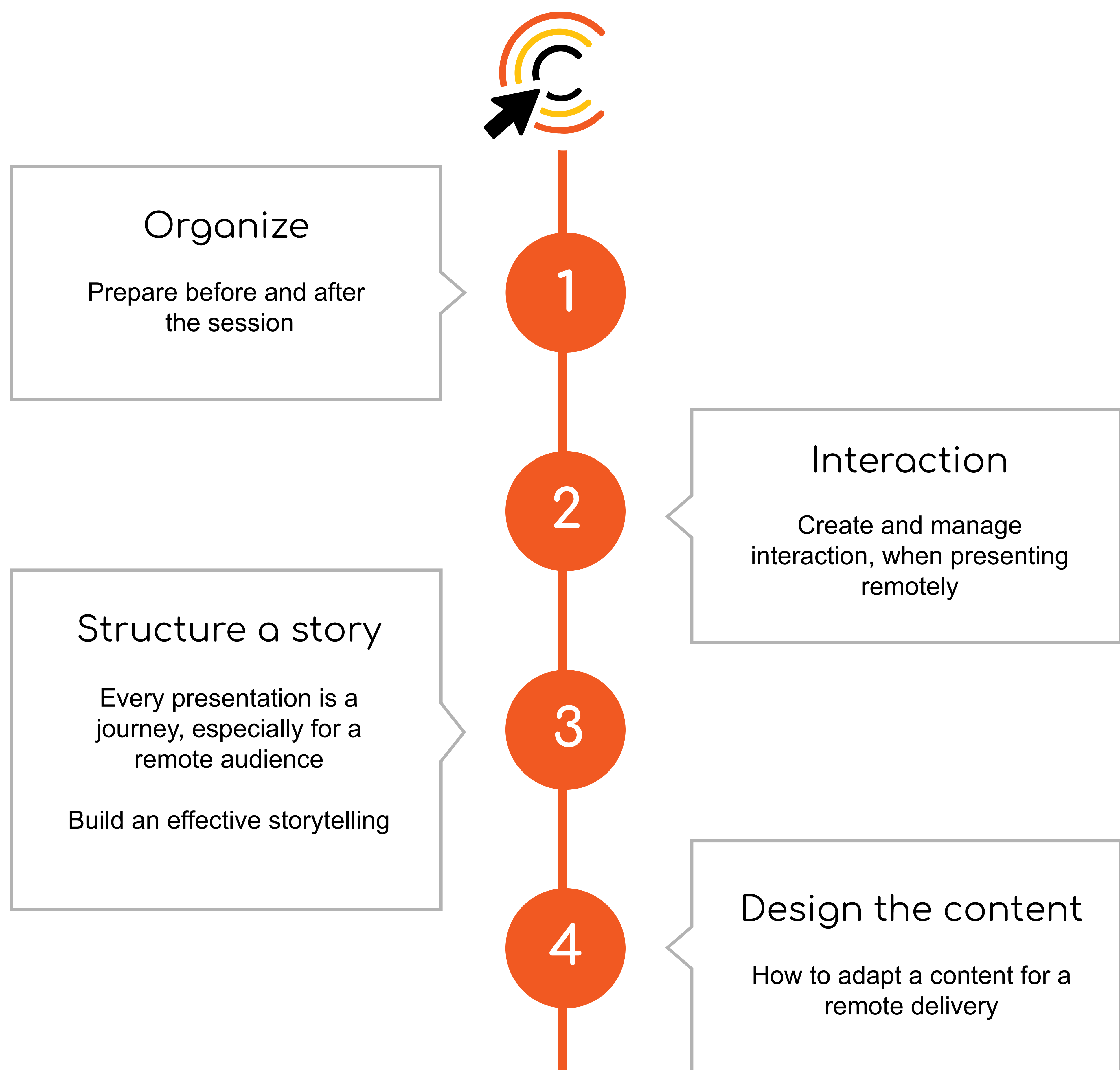
### One-to-one

Conduct a virtual '**sales meeting**' with

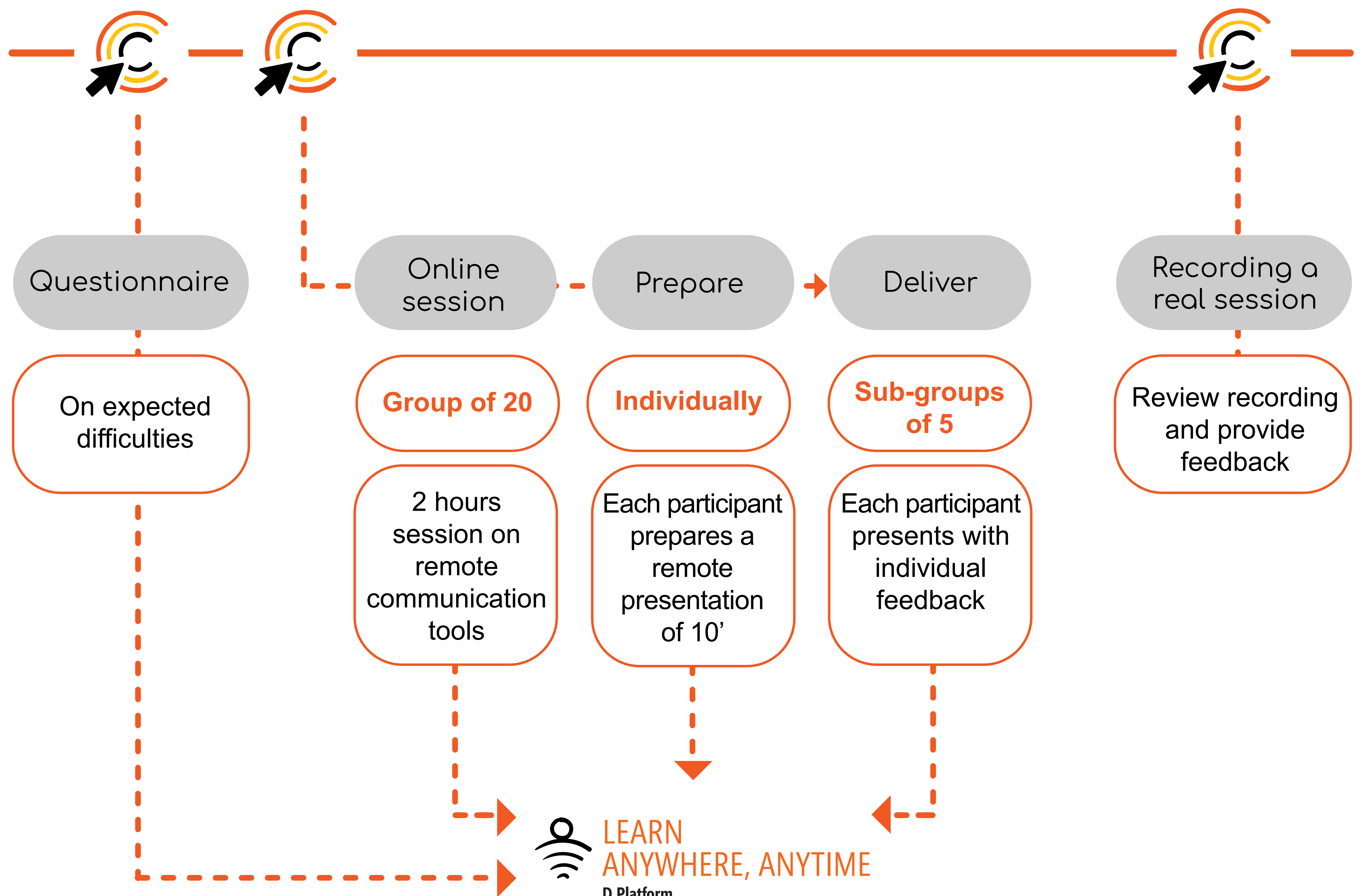
- ... a client / prospect
- ... your manager
- ... your colleague

Convince others and sell a solution / idea

## Elements of the program



## Action plan and method



**workshop duration**  
4 hours (2 + 2)