

STACEY HANKE<sup>INC</sup>

# VIRTUAL & HYBRID WORKSPACES

Maximizing Influence in Ever-Changing Workspaces



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**"Consistency makes you relevant.  
When your message and delivery  
match - no matter how, when or  
where you communicate, your  
message will stick."**

**- Stacey Hanke**

# DOES YOUR MESSAGE SINK OR SWIM

Consistency is the difference between success and failure.

In today's complex virtual and hybrid work environment, how you deliver a message is as important as what you have to say.

Whether you are facilitating a meeting, delivering a high-stakes presentation, making a sales pitch or having a face-to-face in-person or virtual conversation, you are pitching ideas. How well you present and communicate those ideas can significantly impact your ability to achieve success.

Influence boils down to two often-colliding components: your message and delivery. The message is the verbal communication component that encompasses the words you speak or write. The delivery, however, is how you express that message apart from the actual words.

In our ever-changing world of in-person, virtual and hybrid workspaces, leaders struggle to deliver their message in a way that doesn't sabotage their influence. Even the best communicators can be misjudged, misinterpreted or dismissed because their lack of message delivery fails to compete with disrupting technology, ongoing interruptions, and an ever-changing makeup of hybrid personnel.

As organizations continue to embrace in-person, virtual and hybrid personnel, leaders may try to rely on the traditional face-to-face approach to growing their influence, overseeing employees and motivating their teams.

These techniques are challenging and potentially ineffective in the virtual environment. New approaches are necessary to gain and grow influence in our ever-changing organizational workspaces.

## Influence Elements

# MASTERING MEETINGS

Did you know that organizations spend approximately 15% of their time in meetings, but surveys show that 71% of those meetings are considered unproductive?

How productive would your organization be if everyone communicated more effectively?

# 97%

of Influence Redefined attendees felt confident in their ability to present in any setting - hybrid, in-person and virtual.

## WHAT THREATENS YOUR INFLUENCE? Meeting Attendee Confessions



Over half of meeting attendees confess to multitasking during meetings they consider unproductive or ineffective.

In fact, surveyed professionals believed that 55% of the meetings they attend would have been more effective as an email.

Do your organizational leaders possess the skills to effectively capture meeting attendee attention and encourage active participation?

Before *Influence Redefined*, only 55% of attendees felt confident using visual aids to engage their audience and encourage interaction versus 89% after receiving the skills needed to influence meeting attendees.

# ACTIONS + WORDS = INFLUENCE

## PRIORITIZE ACTIONS, NOT WORDS.

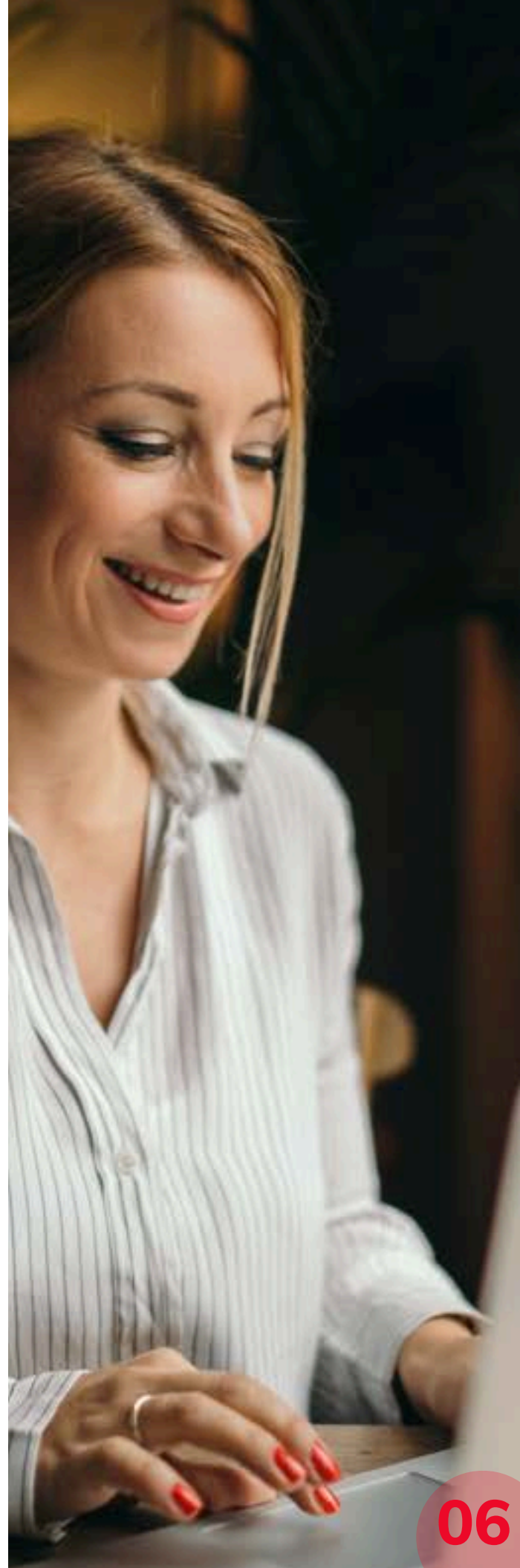
Consider someone who always commits to doing something and rarely follows through. Do you trust this person to do what they say? People perceive who you are based on your actions, not your words. For others to trust you, your actions and words must match. If you commit to delivering a project on a specific date, do it. If you value punctuality, don't be late. If you appreciate quick responses, then respond to emails and phone calls in a timely fashion. Your consistent actions, not your words, are how others perceive you.

## AVOID THE PERFECTION TRAP.

Demonstrating consistency does not equate to perfection. People want the best you, not the perfect you. You are perceived as credible and trustworthy when you show up consistently every day. Many leaders think that delivering a perfect presentation in a high-stakes scenario is the key to influencing others. Instead, it comes from the cumulation of consistent behaviors you demonstrate, from virtual meetings to hallway chats. These are the conversations that matter.

## ASK SOMEONE YOU TRUST.

Have you ever observed someone you know suddenly acting differently in front of others? Maybe you see them behave one way off stage but completely change when the stakes are high. Most people don't recognize their inconsistent behaviors. We need someone to be honest in their feedback and tell us about the inconsistent bad behaviors we demonstrate that threaten our influence and erode trust.





# EFFECTIVE COMMUNICATION IN HYBRID ORGANIZATIONS

Accenture surveyed almost 10,000 professionals and learned that 83% prefer hybrid models with flexible remote work options. To retain top talent and keep productivity high, leaders must learn to effectively communicate with a workforce whose in-person versus virtual presence is ever-changing.

Effective communication ensures that individual employees remain motivated and teams remain on the same page, even when they are not in the same room.

We recently surveyed over two hundred participants to evaluate their ability to effectively and confidently influence others before and after *Influence Redefined*.

## INFLUENCING MULTITASKERS

Multitasking steals focus and threatens a leader's ability to influence action. Before *Influence Redefined*, only 17% of attendees felt confident in their ability to reengage multitasking meeting attendees. After training, 74% of attendees believed they possessed the skills necessary to negate multitasking and maintain attendee focus.

## HYBRID WORK ENVIRONMENTS

Our new world of work requires leaders to maximize their communication techniques, so they influence in-person and virtual employees. Before *Influence Redefined*, only 44% of attendees believed they had the skills to effectively influence hybrid employees. After attending *Influence Redefined*, 88% of participants believed they had the tools to effectively influence their teams to act on what they had to say.

## VIRTUAL ACCOUNTABILITY

Before *Influence Redefined*, only 34% of attendees believed they could effectively hold virtual employees accountable; however, after training, 61% of participants felt confident in their ability to hold employees accountable in a virtual setting.

## MEETING INTERRUPTERS

Virtual meetings present unique challenges for leaders; one interrupter can shift participant dynamics and positive engagement. Before *Influence Redefined*, only 28% of participating professionals felt they possessed the right skills to stop an interrupter and regain control of a virtual meeting. After training, 75% of participants believed they could regain control of a virtual meeting despite the interruptive efforts of others.

# FOLLOW-UP, FOLLOW THROUGH & FEEDBACK

A strong reputation requires the trust and respect earned from how others experience your actions, communication and behaviors.

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## Follow-Up

Follow-up and micromanagement are not the same. Influential leaders trust employees to pursue outcomes independent of overwhelming oversight. Follow-up comes from a place of trust and influence, whereas micromanagement comes from distrust and fear.

Follow-up allows leaders to clarify goals, identify obstacles, and offer guidance to help outcomes. It improves influence and builds trust among those who report to you. Follow-up demonstrates your commitment to everyone's success.

## Follow-through

Your team depends on you for guidance and constancy. When others see you do not consistently bring these qualities to the organization, they will lack confidence in your ability to lead. Far too often, leaders fail to follow through on commitments made, especially to those they manage.

It is as important to follow through on commitments made to those who work for you as it is to those you work for. You demonstrate a commitment to ongoing dependability when your words and actions match. Follow-through inspires others around you to trust what you say every time.

## Feedback

Feedback is a gift to those who receive it. The honest perception others share with you provides the insight to recognize how others see you and where improvements are needed to grow credibility and influence. Routinely seek feedback from those you trust. It isn't easy, but it is necessary to spot the inconsistencies in your actions and words. Encourage your team to do the same. Whether they receive feedback from you or a peer, knowing how others perceive us helps grow our influence and have a bigger impact on others.

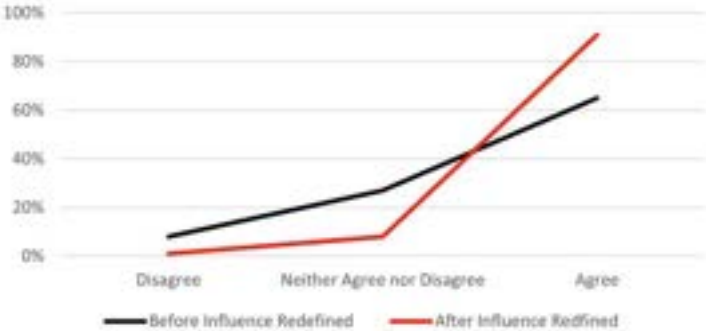
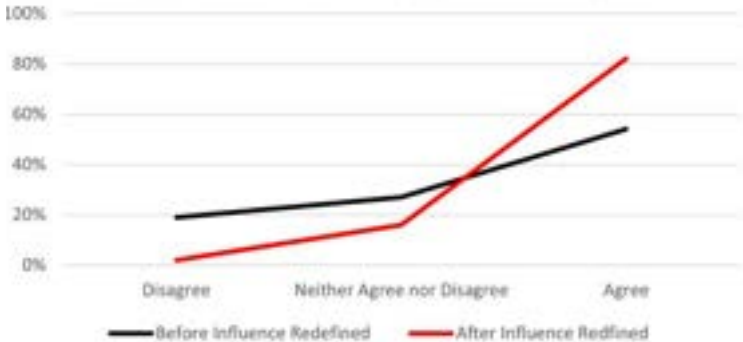


# PARTICIPANTS RESPOND

Here are a few examples of how *Influence Redefined* helped participants gain confidence using influential elements to lead their hybrid, virtual and in-person teams.

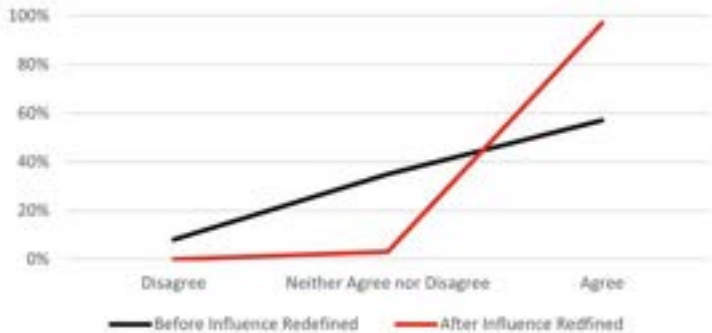
### Respondent Question, Example #1:

"I have the interactive skills to keep a difficult meeting going."



### Respondent Question, Example #2:

"I use communication skills to influence effectively during meetings and presentations."



### Respondent Question, Example #3:

"I have the tools to effectively interact in different settings."

# FINAL WORDS

We are living in a new world of work called "noise." We receive messages 24/7 via email, text, social media, in-person meetings and virtual calls with our webcams on. We are dressed in business attire from the waist up, feeling fatigued by Wednesday.

This world of noise makes it even more difficult to be consistent in how we show up and how we stay present. We need to focus and work even harder during our virtual interactions -- to stand above the noise to be heard, understood and to influence action.

Every conversation – whether a meeting around a conference table, a presentation in front of hundreds of people or a Zoom call – is an opportunity to extend your personal brand.

If you use the same skills in every conversation, you will show up as your best, authentic self in every interaction, **Monday to Monday®**



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communicate with influence