

Going Digital?

What You Need to Know...**Before** You Set Foot - or **Face** - in Front of a Video Camera!

by Dr Christiaan Willems *FHEA FIML FAIEA*



ArtsMedia
Consultants



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You no longer have a choice...

As a CEO, Director, Executive, or leader of any organisation, you have to come to terms with the new communication reality – that video has become the most fundamental means of online communication.

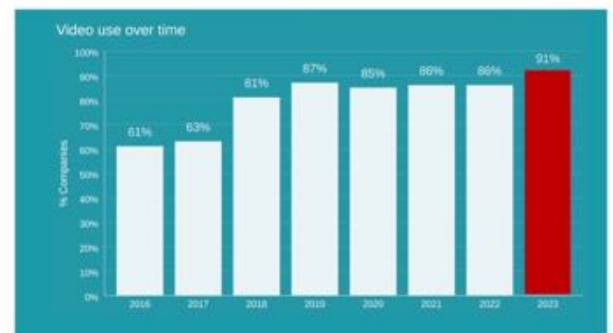
So, even if you “...**hate presenting to-camera**”, you are going to need to do something to get comfortable and confident with it, in order to be professionally credible, to maximise the value of the medium, and the quality of your online engagement - with your clients, your stakeholders and your team.

You really do not have a choice.

Why is video so important in business communication?

Whether we like it or not, Video has become more than just the ‘bread-and-butter’ medium of digital communication, it has become the *dominant* medium of digital communication. According to recent research, even pre-pandemic, 82% of all online communication was via Video¹.

The pandemic saw an exponential increase in the use of video for communication. There was little if any choice. Post-pandemic, that figure is certainly not in decline. Currently, 91% of businesses, having recognised its value and impact, use video in communicating and marketing their businesses.



Adapted from: Wyzowl Video Survey 2023 <https://www.wyzowl.com/video-market-research/>
Accessed: 15/05/2023

¹ Cisco Visual Networking Index: Forecast and Methodology, 2018-2023 - accessed 4/05/2020

However, this video response and uptake sits in a remarkable context, which is that more than **500 hours** of video are uploaded to YouTube **every minute**².

Whilst not all of this is business or ‘professional’ video – including as it does: cat videos, people falling off ladders, dancing dogs etc – but with that overwhelming Tsunami of video material being uploaded, the challenging reality is that many businesses, including yours, might struggle to be noticed.

So how are you going to elbow your way through that sheer volume of online video? How are you going to keep your head above that Tsunami? Many businesses are out there, doing something about it, the rest are being left behind. Is that you and your business? If so, **you** need to do something about it as well. But before you start, there are a few things to consider.



Why your organisation’s reputation and credibility depends on You!

As a Business Owner, CEO, Executive, Director, or Educator, you are the ‘face’ of your organisation. So how **you** come across on screen will determine how your business comes across and is perceived in the professional world. Ultimately, ‘it’s all about **YOU!**’

No doubt we have all seen videos on the internet that are meant to represent ‘professional communication’ but do not serve their presenters or their businesses very well. If you are not comfortable and confident on camera, that means you are sending absolutely the wrong message to your clients, customers, stakeholders – and even your team. Remember, if your video is not of a professional standard in the digital world, either you will join the ranks of those videos that have ‘gone viral’ for all the wrong reasons, or you will find yourself ‘*one click away from oblivion*’.

Even a cursory glance at the thousands of videos on the internet will show you that the difference between a great business video and a ‘not-so-great’ one, is that the best ones demonstrate:

- Confidence
- Relevant content
- Immediate Impact
- Professionalism
- Memorable ‘first impression’ – within the first 5-10 seconds (max!)

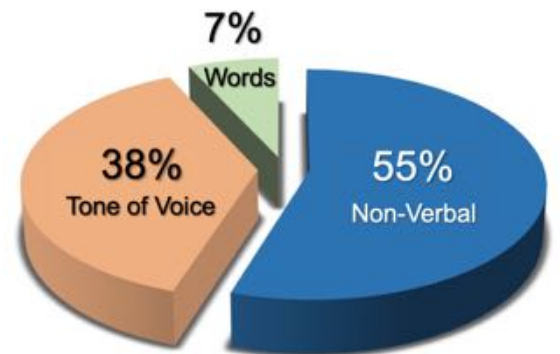
So, for you to achieve those things in your videos, you need to reconcile and integrate a lot of components. But that’s not as overwhelming as you might think.

² YouTube statistics – Multiple Sources (accessed 15/05/2023) <https://www.youtube.com/watch?v=CqFOxyYg4nA>;
<https://www.brandwatch.com/blog/youtube-stats/>;
<https://www.oberlo.com/blog/youtube-statistics> (accessed 15/05/2023)

Why is presenting to-camera different from 'live' presenting?

According to well-known research originally conducted by Albert Mehrabian – and replicated since – the main factors in human communication comprise: the non-verbal (how you look); the vocal (how you sound); and the content (what you say).

The relative weight of each of those components never fails to surprise, as shown in the adjacent graphic:



Based on research by Albert Mehrabian

In examining presenting **to-camera** and how that compares to this notion, we need to adapt Mehrabian's findings a bit, because other factors come into play.

Visual factors begin to take on a much more significant role in both the creation and perception of online video communication. So, even if we assume that the words still represent only 7% of the communication 'package', the graphic might look something more like the adjacent one:



But the Visuals represent just **one** of the fundamental differences between presenting 'live' and presenting to-camera.

Talking to a camera is very different from talking to 400 people in an auditorium, 40 people in a seminar, or even 4 people in a boardroom. There is no visible audience, there is no feedback.

There is just this piece-of-glass:



...and for most of us this piece of glass is surprisingly intimidating.

It is very rare indeed for anybody to spontaneously demonstrate a natural affinity for presenting to camera without some professional development or coaching.

Presenting to camera is often an uncomfortable experience, but like most new experiences, can be developed into a skill which like any other skill, needs to be learned, practiced and refined, in order to develop proficiency, presence and most of all, *confidence*, which in turn enhances the perception of professional credibility in the eyes of the audience – i.e. professional colleagues, clients and stakeholders. (Willems, 2015).

So as a 21st century business professional, you need to get comfortable and confident with that reality. To do that there are a number of things that need to be considered:



How to get: Comfortable, Confident and Credible on-Camera

Content:

You are the expert in what you know, and what you want to convey. Do you use the same content in the 'live' and online contexts? In trying to decide that, it is useful to ask yourself the following:

- What is your Story?
- Who is your Audience?
- How do you (re)package your content for the digital medium?

Duration:

Television gobbles up time. Our viewing 'biorhythms' have become so locked in sync with the immediacy of the TV commercial; the news grab; the internet download, that we no longer have the patience for long lingering shots of long detailed speeches.

Content needs to be repackaged into brief, concise, bite-sized chunks to suit this time-hungry medium. So, we need to dot-point our content – down to the essential guts of the information - and deliver that in concise, conversational, bite-sized chunks.

Visuals:

In the digital environment, your visual context becomes super-important. The visuals and images in the frame provide a context that should *underpin*, *support*, and *reinforce* your words, your message, your business story. Unfortunately, this is not always the case. So, ask yourself the following questions:

- What does the audience see besides You?
- What does your Story 'look' like?
- What visual images most effectively *show* and tell your story?

How to create high-quality, credible, inexpensive business videos

At first glance you only have a couple of choices in creating business videos. One way is to spend a lot of money hiring a specialised commercial production company – with all the ‘Lights! Camera! Action!’ high-end production values (and costs) that go with that.

Another is to employ your own entire in-house production team: hiring in camera operators, editors, script-writers and graphic artists; buying expensive equipment and software yourself.

But there is a third way...

The fortunate reality is, that in the end you don’t need to invest that much money to get your business credibly up online. Because fundamentally, it is **YOU** that your stakeholders want to engage with. It is **YOU** who needs to get your message across as credibly as you can, and this does not necessarily require the kind of production values – or expense – of a Hollywood Blockbuster.

Because, ultimately, **it’s all about YOU!**



It’s about **you**, on-camera, engaging and interacting in a ‘human’ way.

*As our work becomes increasingly technologically enabled, **human workers differentiate themselves** ...through their **ability to connect**, communicate, understand and **build relationships** (emphasis added)*

(Mason, Reeson, Sanderson 2017)

And you may surprised to learn that you can do this very efficiently and very inexpensively.

How? Find out, with the *Triple C Mastery Program*:



Testimonials:

“Totally **loved** it, you are amazing & I look forward to seeing you soon with a view to working together...**Highly recommend** you and the course. Many many thanks for an amazing day & **debunking** all video **mysteries**”
★★★★★

“Grasp it with **both hands!**”



“It has been my privilege to know and work with Dr Christiaan Willems for over thirty years.

I encourage anyone who has the opportunity to work with Chris - in whatever capacity - to **grasp it with both hands**. You won't regret it”

Arthur Frame AM
Executive Director

“**Excellent**. Amazing knowledge. **Inspiring**...became **comfortable** and **confident** with the **camera** – and **how to get the most out of it**” ★★★★★



“A **Standout** Workshop”



I attended Chris's Workshop - 'The Stylised Version of You'. To sum it up, it was **excellent**. Chris has an **amazing knowledge** of presenting in all its forms.

He has created a **standout** workshop. He is **highly supportive** and **encouraging** to allow everyone to **get over the fear barrier**.

Thank you Chris - a truly **valuable** and **enjoyable** experience

Suzy Roden
Business Renaissance

“Chris's coaching and advice **made it so much easier** for me to record my program videos. His **practical approach** helped me 'get over myself', as I felt that if there is anything worse than listening to yourself, it is watching yourself! I **highly recommend** Chris to anyone who wants to become **proficient and comfortable in videoing**”
Bryan W. Business & Financial Consultant

“Thank you, thank you, thank you...for **equipping our team** with the **skills and confidence** they needed to present to the level that they did... they have taken a **quantum leap forward**” (Corporate Client)

“The work you have been doing with our staff has been **first class**” (University Executive)

“Thank you Chris for your support and coaching... I have **learnt so much** about me and how to **better communicate**”. (Corporate Client)

“We are producing **unique resources** here...I am **very, very pleased** with the way they are coming together!” (University Executive)

From complete sceptic to ‘**true-believer**’



Associate Professor Gillian Lawson
Head of School
Landscape Architecture

“I was very sceptical about online communication and teaching - and wasn't at all confident presenting to-camera.

But with Chris's coaching I became much more **comfortable** and **confident** with the **camera** - and how to get the most out of it.

Now I produce and present **all my own online content** – which has gone **international**.

...**Definitely the way to go!**”

“I had the pleasure of attending one of Chris's workshops **because** even as an **accomplished speaker** I needed to **learn** about **camera presence** and **video techniques**...”

Julie M. Executive Corporate Leader

What **Larry Emdur** reckons:



‘Life-Changing’

“Chris, I will be **forever grateful** to you for granting me the tips and skills to **build the confidence** to be [Leader]. What I learnt from you...was **life-changing**”

Senior political figure

“In an **incredibly short period of time** Chris achieved **immeasurable results** with students from **all walks of life**.

His ability to **turn complete amateurs** into “ready to perform” talent is **truly inspiring**.

I wish I had a Chris Willems to **coach me** when I first started in the media.

He comes to you with my **highest personal recommendation**”.

Larry Emdur
The Morning Show (Network 7)

For more information:

On how to get

Get Comfortable, Confident & Credible on-Camera

email: drchris@artsmediaconsultants.com

web: www.artsmediaconsultants.com



About the Author:



Dr. Christiaan (Chris) Willems *FHEA FIML FAIEA* has a uniquely diverse and extensive career in corporate communication, the creative industries, television, and tertiary education.

Innovative, multi/inter-disciplinary practice has been a consistent feature throughout Chris's professional career, as evidenced by award-winning international television, academic and professional publications, and high-level corporate coaching over the past 20+ years.

Based on his maxim that *"no experience is ever wasted"*, Chris invests this unique professional diversity into his specialisation in coaching executives and professionals in **online** and **non-verbal** communication.

A *Fellow* of the international *Higher Education Academy (FHEA)*, Chris's principal professional focus is coaching executives, professionals and tertiary academics in presenting to-camera, to maximise the engagement, impact, and value of their on-camera communications.

Chris's video series of **One Minute Micro-Masterclasses** posted weekly on LinkedIn, provide tips and techniques on creating engaging, high-impact, low-cost, business videos.

Dr Christiaan Willems

www.artsmediaconsultants.com

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