

Facilitator's Guide to Digital Body Language

Producer: Pre-work	• Before the training, make sure to disable the waiting room and set all participants to automatically mute when they enter. • In your Share Screen setting, set to One participant can share at a time and Host only. • Ensure Share sound setting is checked.
	• Slide 4: Create a Whiteboard within Zoom. • Whiteboard Title: Think of a Time. • Click the box Allow Attendees to access after the meeting. • Ensure that all participants can edit. • Click Open and Collaborate.
	• Create poll for Slide 8. Multiple Choice • Poll Title: Including the Right People • Poll Text: Have you ever received an email and asked yourself, why was this sent to me? • Poll Options: All the time, Sometimes, Rarely, Never • Check the box to Allow Participants to respond anonymously
	• Create poll for Slide 10: Multiple Choice • Poll Title: Preferred Channel • Poll Text: What is your preferred channel for digital communication among team members? • Poll Options: Email, Instant Messaging app, Video Conference, Project Management app • Check the box to Allow Participants to respond anonymously
	• Create poll for Slide 15: Ranking

Facilitator's Guide to Digital Body Language

	● Poll Title: Best Channel ● Poll Text: Which channel is best for having quick dialogue with multiple people? ● Poll Rows: Email, Instant Messaging app, Video Conference, Project Management app ● Poll Columns: Worst Good Better Best ● Check the box to Allow Participants to respond anonymously
	● Create quiz for Slide 16: Matching ● Question Title: Difference between Exclamation Marks ● Question Text: Do you know the difference between one, two, three, and four exclamation marks? one ! two !! three !!! four !!!! ● Quiz answers: 1. Basic Human Warmth, 2. Excitement, 3. Enthusiasm, 4. Giddiness, Sarcasm, or Anger ● At three dots to the left of the Save button, click. Select Make it a quiz and set correct answers. ● Check the box to Allow Participants to respond anonymously
	● Create Whiteboard for Slide 19: Use template: Team Retrospective ● Whiteboard Title: Retrospective ● Question 1: What is an idea you liked? ● Question 2: What is an idea you learned? ● Question 3: What is a topic that was lacking from this session? ● Question 4: What is a topic you are longing for? ● Click the box Allow Attendees to access after the meeting. ● Ensure that all participants can edit.

Facilitator Pre-Work:	● This guide was developed for the purposes of delivering this course via Zoom. Allow Gallery view.
	● Open the Google Slide file associated with this guide.

Facilitator's Guide to Digital Body Language

	• Share your screen with the PowerPoint application in Present view. Ensure that the Zoom Chat panel is visible.
	• Key talking points and questions are included in this guide but be prepared to add your own commentary and questions as needed, especially when responding to comments in chat or poll answers.

Session # 1		
Slides	Approximate Timing	Topic
1-6	15 minutes	Introduction, Norms, Course Objectives, Agenda, Personal Connection
7- 9	8 minutes	Communicating Clearly
10- 15	8 minutes	Choosing a Channel
16-18	4 minutes	Power of Punctuation and Emojis
19	8 minutes	Retrospective
Total:	43 minutes	

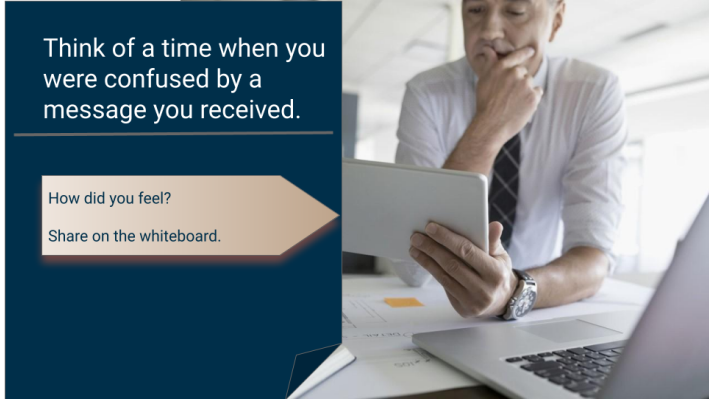
Facilitator's Guide to Digital Body Language

Slide# Duration	Slide Image	Facilitator Notes	Producer Notes
1 Introduction (< 2 minutes)		DO: Display slide as participants arrive. Turn on your camera and Welcome participants to the training. Introduce yourself by providing your: • name • position • experience Introduce the producer by providing their: • name • position • experience Explain that the producer will be answering questions in the chat.	DO: Open Zoom. Ask the facilitator to join the Zoom meeting at least 5 minutes prior. Assign the facilitator as a co-host for Zoom. Enable the share screen function to display presentation to all participants. Select Slide Show mode. Share computer sound and play welcoming, instrumental music prior to facilitator beginning welcome and introductions.

Facilitator's Guide to Digital Body Language

Slide# Duration	Slide Image	Facilitator Notes	Producer Notes
2 participati on norms (1 minute)	Participation Norms Be present with your camera turned on if possible. Actively participate in discussion and activities. Mute your microphone when you are not speaking. Use the chat feature or the "raise hand" button when you have a question or want to contribute. 	DO: SAY Let's take a moment to go over the participation norms for this session. [Click] Be present with your camera turned on if possible. [Click] Actively participate in discussion and activities. [Click] Mute your microphone when you are not speaking. [Click] Use the chat feature or the raise hand button when you have a question or want to contribute. Ask if there are any questions about the norms.	Respond to any technical inquiries in the chat.

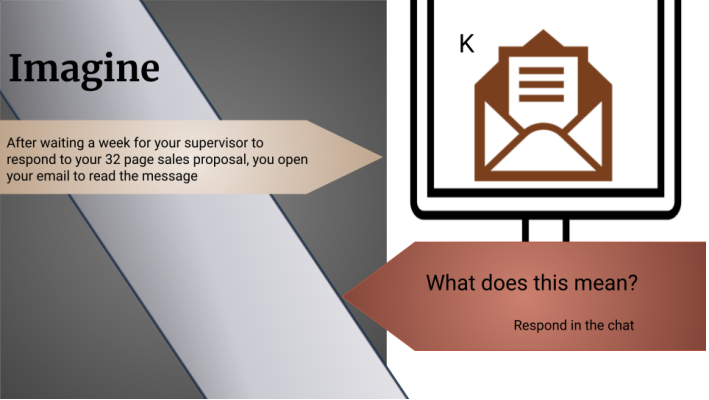
Facilitator's Guide to Digital Body Language

Slide# Duration	Slide Image	Facilitator Notes	Producer Notes
3 Agenda (1 minute)	 1. Course Overview 2. Communicating Clearly 3. Power in Punctuation and Emojis 4. Choosing the Channel	DO: Describe the session agenda. Explain that this session should last an hour. Emphasize that after the break participants will be applying this information to create digital body language norms for the team.	
4 Personal Connection to Topic (6 minutes)		DO: Read the first sentence. Provide 30 seconds of think time. Ask "How did you feel?" [Click] [Wait for Producer to launch Whiteboard] Direct participant's attention to the whiteboard SAY: On the left side of your screen, click on a sticky note and drag onto the whiteboard. Double click to type.	DO: Stop share. Launch the Whiteboard titled Think of a Time. Assist any participants, who have difficulty using the whiteboard in the chat. Set timer for 2 minutes. At end of 2 minutes, close whiteboard. Share Slide Presentation screen.

Facilitator's Guide to Digital Body Language

Slide# Duration	Slide Image	Facilitator Notes	Producer Notes
		SAY: Three fourths of face-to-face communication is body language, yet 70% of team communication is virtual. Our digital body language matters now more than ever. How we communicate and collaborate with each other impacts innovative behaviors, trust, organization commitment and satisfaction.	
5 Course Objectives (1 minute)		SAY: By the end of this training, you should be able to describe how digital body language signals may be interpreted. [Click] You should also be able to select a communication channel to match your needs.	

Facilitator's Guide to Digital Body Language

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6 Scenario (4 minutes)		SAY: Of course I'm asking you to imagine because this has never happened. After waiting a week for your supervisor to respond to your 32 page sales proposal, you open your email to read the message. [Click. Pause for 2 seconds] [Click. Pause for 2 seconds] [Click] SAY: K. What does this mean? Share your thinking in the chat. DO: Wait for 60 seconds for participants to respond. Ask 1 or 2 participants to unmute to share their reasoning. SAY: We've all received unclear digital messages. So how can we be clear in the messages we send to others?	DO: Type in the chat: What does this mean?

Facilitator's Guide to Digital Body Language

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7 Clarity (2 minutes)	Am I being clear? Enough context, not too brief Word choice Emotional tone Call to action for next step 	SAY: Let's first consider how our digital body language may be received by others. Three questions to ask yourself that will provide you a way to understand and use digital body language signals more effectively are: [Click] Am I being clear about what I need? [Click] Did I give the other person enough context in my message? While a brief email can be convenient for you, it can cause anxiety or confusion for the person receiving it. And it can cause your team to waste time interpreting messages instead of focusing on the task at hand. [Click] Is it clear by my digital body language what I mean? Context requires us to use those signals carefully. For example, an email from your boss stating "we should talk" could have multiple interpretations. Does my boss simply	

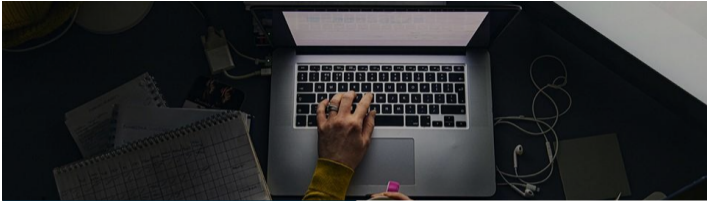
Facilitator's Guide to Digital Body Language

Slide# Duration	Slide Image	Facilitator Notes	Producer Notes
		want to hear how my day is going or am I a disappointment? [Click] One word messages, Fine, Sure, Ok, can cause uncertainty or questions to arise. The recipient could jump to negative conclusions. Does this mean the colleague didn't like my idea? [Click] Am I using the right emotional tone? Am I trying to show gratitude, respect, alignment? Nailing the right tone in instant messages, emails, texts, and other types of written communication takes time and consideration of signals. [Click] Am I showing a clear call to action for the next step? Does my recipient understand that I need a summary of progress and not just an affirmative "It's all good"? Carefully read and reread over any written communication you send and think of how someone could potentially misinterpret your message.	

Facilitator's Guide to Digital Body Language

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8 Question 2, right people (4 minutes)		SAY: Have you ever received an email and asked yourself, why was this sent to me? Let's take a poll. DO: Wait 60 seconds for the participants to complete the poll. Ask the producer to share poll results. Ask 1 or 2 participants to unmute to share their reasoning. [Click] SAY: The second question to ask yourself is Did I include the right people? [Click] Not all of your messages apply to everyone. Don't "reply all" unless you really mean to send something to everyone in an email list. This can be seen as a real nuisance as it just adds traffic to your co-worker's already overflowing inboxes. Reply only to those recipients directly involved.	DO: Launch the poll titled Including the Right People. Wait 60 seconds, end the poll and show the results. Stop sharing the poll before moving to the next slide.

Facilitator's Guide to Digital Body Language

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		[Click] CC means carbon copy or courtesy copy and is intended to keep recipients in the loop. These recipients receive an exact copy of the email and any further "Reply All" responses in the thread. All recipients of the email will also see who has been CC'd. BCC stands for blind carbon copy. These recipients do not see further responses in the thread, and other recipients of the email will not see who is BCC'd. Before you forward an email, read the message in its entirety. Delete the email addresses at the top and delete unnecessary content so that you are forwarding only the information this new recipient needs.	
9 Question 3 Intentional (2 minutes)	 Am I intentional about when and what I expect in a response? - Schedule your communication for the optimal time for engagement - Straight to the point subject lines - Email signature	SAY: Our third question to understand and use digital body language more effectively is to ask ourselves: [Click] Am I intentional about when and what I expect in a response? [Click] How many of those messages marked urgent would you classify as truly urgent? Consider that the average office worker receives 121 emails and	

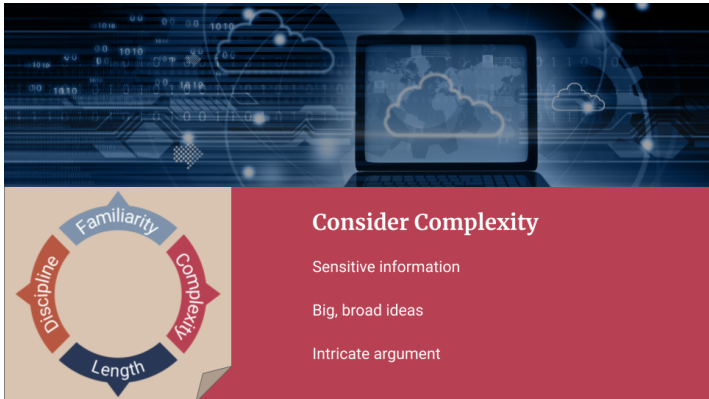
Facilitator's Guide to Digital Body Language

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		responds to over 61 emails everyday. Schedule your communication for the optimal time for engagement. Avoid sending messages on Friday afternoons or weekends when it is not urgent. Be conscious of time zones when working with global teams. Fifty-two percent of professionals expect an email response within 24 hours. If you need an answer faster, set up a phone or Zoom call. Choose to send careful messages when others are in the headspace to connect best with you. [Click] Make subject lines clear and concise. This encourages recipients to open your email in their crowded inbox. For example “meeting time changed” or “document for review”. [Click] Consider your lasting impression to be your email signature. Be as clear and descriptive as you can in 3-5 words to prompt your recipient to take action. The action you want them to take could be just about anything: schedule a demo, attend an event, review the sample.	

Facilitator's Guide to Digital Body Language

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10 Poll on Channel (3 minutes)		SAY: We want to hear from you. What is your preferred channel for digital communication among team members? Let's take a poll. DO: Wait 60 seconds for the participants to complete the poll. Ask the producer to share poll results. Ask 1 or 2 participants to unmute to share their reasoning.	DO: Launch the poll titled Preferred Channel. Wait 60 seconds, end the poll and show the results. Stop sharing the poll before moving to the next slide.
11 Intro to Choose the Channel (< 1 minute)		SAY: Not all mediums are equal when it comes to digital communication. In order to choose the most effective communication channel, you should consider 4 key factors. Let's start with length.	

Facilitator's Guide to Digital Body Language

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12 Length (1 minute)		SAY: If you have a long update or complicated message to convey, lean in to a medium like email or video conferencing. [Click] Both allow you to attach supporting documents, videos, etc. Unlike other communication channels, email works best for the least time-sensitive issues. [Click] If you have a short For Your Information or team status update, an instant messaging app like Microsoft Teams or Slack allows a faster and more efficient way for the team to communicate.	
13 Complexity (1 minute)		SAY: Let's think about the complexity of your message. [Click] Sensitive information is usually harder to share easily. Some challenges can be recognizing different meanings, interpreting emotions, and reestablishing trust. Lean into video conferencing for sensitive	

Facilitator's Guide to Digital Body Language

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		communication because it is closer to face-to-face. [Click] Bigger, broader ideas require more flexibility in communication channels. Project management software such as ProofHub or Miro, just to name a few, are used to track smaller tasks a team needs to complete to get the job done. These tools' built-in commenting systems allow tasks to be assigned, updated, and discussed. Seventy seven percent of high performing projects use this kind of software. [Click] When making a complex argument it is best to select a channel such as the phone or a video conference for greater trust building and quick feedback.	

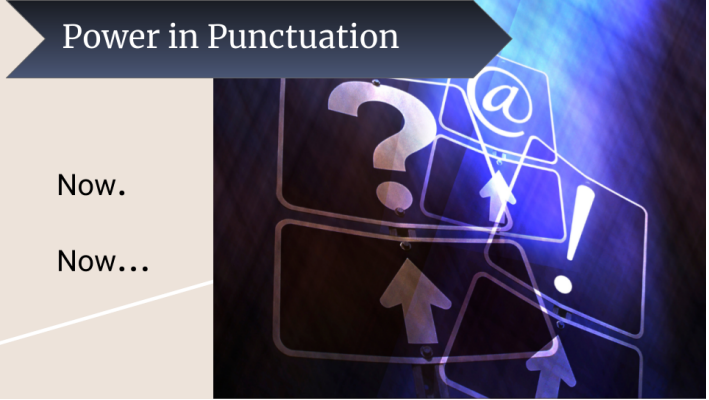
Facilitator's Guide to Digital Body Language

Slide# Duration	Slide Image	Facilitator Notes	Producer Notes
14 Familiarity (1 minute)	 The slide image features a top section with a hand holding a smartphone displaying a grid of various photos. Below this is a circular diagram with four segments: 'Discipline' (top, orange), 'Familiarity' (right, blue), 'Complexity' (bottom, red), and 'Length' (left, dark blue). To the right of the diagram, the word 'Familiarity' is written in a large, bold font. Below it, two questions are listed: 'Who has more power?' and 'How close is my trust level?'.	SAY: When we consider familiarity, we are referring to the relationship with the recipient, but also the contents of our message. First, the relationship has a power dynamic. [Click] Who has more or less power? If you have more power than someone you are messaging, it may be common for you to be brief and direct in your communication, for example, junior reports. However, if you have less power than someone, you may write longer explanations and need to attach supporting documentation. [Click] How close or far are we in trust levels? If you have a close relationship with someone you might reach out with a text on a personal smartphone. This could be a welcome trusted disruption to emails or video chats.	

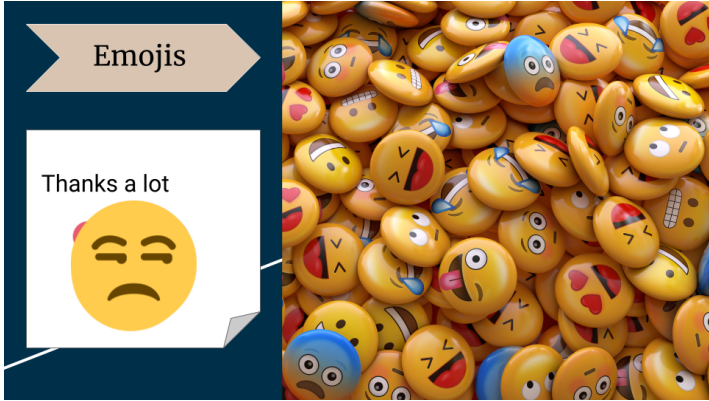
Facilitator's Guide to Digital Body Language

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		When choosing a channel, ask, Am I communicating effectively based on our power and trust levels?	
15 Discipline (1 minute)		SAY: By discipline, consider what form of communication is preferred for routine matters or updates. How often do we do them and who do we include? [Click] Don't use multiple channels to send the same message. No one wants to receive a phone call, three texts, and an email with the same request. [Click] Being concise, polite, and informative are important as ever, no matter what communication platform you choose. Take a moment to answer this question regarding selecting a communication channel to meet your needs. DO: Wait 30-60 seconds for participants to answer poll. Ask the producer to share the poll results.	DO: Launch the poll. Wait 60 seconds, end the poll and show the results. Stop sharing the poll before moving to the next slide.

Facilitator's Guide to Digital Body Language

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16 Intro to Signals (1 minute)	 Power in Punctuation Now. Now...	SAY: Now a word about the power of punctuation. Do you know the difference in meaning between using one, two, three, or more exclamation marks? Let's check. [Wait 30 seconds for participants to answer quiz.] So how do you know if the writer meant giddiness vs anger? Consider the context by rereading the word choice of the message. [Click] Periods used to signal the end of a sentence. No longer is this the case. The period can indicate fury [Click] or and unfinished thought	DO: Launch Quiz: Exclamation marks Wait 30 seconds. End the quiz and show the correct answers to all. Stop sharing the quiz before moving to the next slide.

Facilitator's Guide to Digital Body Language

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17 Question marks (1 minute)		SAY: A question mark by itself is powerful; it pushes for clarification. [Click] Question marks can signal interrogation, interest, or anger. [Click] How many question marks present can mean the difference between a [sweet, innocent tone] “What do you mean?” from a [Click] [angry tone] “What do you mean?”	
18 Emojis (3 minutes)		SAY: Emojis are not just for teenagers. All generations are using emojis to communicate tone in a digital environment. But even emojis leave meaning up to interpretation. What is your most used emoji? Please share in the chat. DO: Wait 30 seconds.	DO: Type in chat: What is your most used emoji? Wait 30 seconds. Type in chat: What is an emoji you don't know?

Facilitator's Guide to Digital Body Language

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		SAY: Now place in the chat an emoji that you are unsure of its meaning. DO: Wait 30 seconds. Recap a few responses or trends you notice. [Click] SAY: [Innocent, sweet tone] Thanks a lot [Click] comes across much more sincere and genuine than [Click] [angry, sarcastic tone] Thanks a lot [Normal tone] And when you use multiple of the same emoji, you are communicating strength of that feeling.	

Facilitator's Guide to Digital Body Language

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19 Retrospective (5-8 minutes)		SAY: Today you learned to describe how digital body language signals may be interpreted by others. You also learned to select a communication channel to match your needs. Take a look at the retrospective on the whiteboard that will guide us in creating digital body norms for our team use. After you answer the questions, take a break. We'll meet back at _____ to begin our next session. A final thought: when you're conscious of your emotional tone in your messages, you'll immediately see improved communication and collaboration with your team. Thanks for joining us.	DO: Stop Share. Launch Retrospective Whiteboard by clicking Open and Collaborate. Play music from earlier. After 10 minutes, close the whiteboard. Save results to be shared in Session 2. End the meeting for all.