

The Credibility Code “Codes of Conduct”

Posture Codes of Conduct

- Keep your spine tall and strong
- Stand with your weight balanced equally over both feet
- Keep your head level
- Point your nose directly at the listener
- Command the space around you

Gesture Codes of Conduct

- Avoid “masking” your face and hands
- Engage your gestures from the beginning of the conversation
- Reach out to your listener
- Keep gestures in the “gesture box”

Vocal Codes of Conduct

- Speak with optimal volume
- Articulate clearly
- Keep your pacing relaxed
- Highlight your message with expression
- Engage your diaphragm for resonance

Vocal Drill: “Whether the weather is cold or whether the weather is hot, we’ll be together whatever the weather, whether we like it or not.”

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Derailer Codes of Conduct

- Eliminate fillers
- Avoid misplaced upward inflections
- Avoid extraneous movement
- Eliminate self-commenting

Eye Contact Codes of Conduct

- Hold eye contact for three to five seconds per person
- Engage the entire room
- Keep your focus up
- Be interactive

Focus Codes of Conduct

- Project your energy:
Meet them in their seats
- Elicit a response:
Get their heads to nod
- Actively listen:
Participate even when listening

Looking Your Best on Webcam

Goal: Look as if you are sitting across the table.

The more invisible the medium, the easier it is to create an authentic connection.

Posture

- Keep head and shoulders level
- Minimize head bobbing and swiveling
- Engage your hands even if they are not in view
- Follow FLAB guidelines

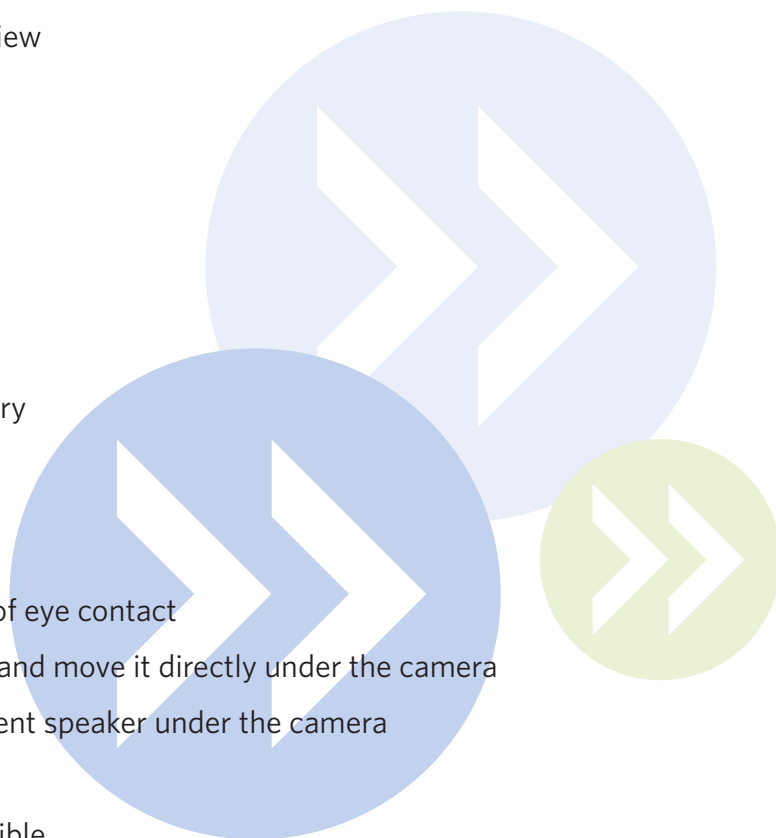
Voice

- Project voice to 5 feet away
- Invest in a good microphone or headset
- Put noise absorbers on walls and desktop
- Adjust microphone *input* volume if necessary
- Stay unmuted for small group meetings

Eye Contact

- Look at the camera to give the impression of eye contact
- In Speaker view, scale the speaker's image and move it directly under the camera
- In Gallery view, actively maneuver the current speaker under the camera
- Keep a steady focus with the 80/20 rule
- Move notes as close to the camera as possible
- Limit screen share time (or use "side-by-side" view)
- Use self-view mindfully

Notes



Looking Your Best on Webcam

FLAB Guidelines

Framing

- Show yourself from “head to heart”
- Avoid empty space above your head

Angle

- Adjust the video camera to eye level
- Raise your laptop with books, blocks, or boxes
- Use an external keyboard for typing

Lighting

- Face the brightest light source in the room
- Compensate for back, side, or overhead lighting
- Use cross lighting to eliminate shadows

Background

- Avoid distractions, especially movement
- Use virtual backgrounds as needed

Why do we get virtual meeting fatigue?

- Your brain must work harder to decipher nonverbal signals
- Exposure to consistent “staring” may increase stress hormones
- When people invade our space, we turn off interactive communication
- The void of audience reactions curtails group synergy

What are the benefits to meeting with your camera on versus off?

- Camera on is a service to others by adding more context
- Camera off helps you conserve energy
- In mixed mediums, the person using the richest medium has the relationship-building advantage

Notes

Balancing Authority and Approachability

Positive Behaviors

Authority

To cultivate an authoritative image . . .

- Take up space
- Maintain strong eye contact
- Keep head and shoulders level
- Be still
- Use strong volume and resonance
- Use downward inflections

Approachability

To cultivate an approachable image . . .

- Maintain strong eye contact
- Use fluid, interactive gestures
- Use fluid, interactive facial expressions
- Use a wide range of vocal variety
- Elicit a response verbally and nonverbally

Negative Behaviors

Authority

Signals that can lead to a “too authoritative” image:

- Emphatic gestures (hands or head)
- Sharp vocal attack on words
- Asymmetrical posture (chin up, leaning in, looking out the corner of the eye)
- Lack of facial fluidity (poker face or locked-on smile)
- Lack of vocal variety
- Poor attentive listening skills
- Lack of eye contact while listening
- Tendency to interrupt

Approachability

Signals that can lead to a “too approachable” image:

- Excessive smiling (or “tailwagging”)
- Weak posture (rounded spine or shoulders, chin down, head tilted, small stance)
- Excessive head movement (bobbing or nodding)
- Weak volume or breath support
- Soft vocal approach on words
- Verbal hedges (apologies and fillers)
- Misplaced upward inflections
- Lack of eye contact while speaking
- Conceding too quickly when interrupted

The Credibility Code

Self-evaluation Checklist

POSTURE		YES	NO		
Spine is tall and strong	<input type="radio"/>	<input type="radio"/>			
Weight is balanced equally over both feet	<input type="radio"/>	<input type="radio"/>			
Head is level	<input type="radio"/>	<input type="radio"/>			
Nose is pointed directly at listener	<input type="radio"/>	<input type="radio"/>			
Head and arms move freely in space	<input type="radio"/>	<input type="radio"/>			
GESTURES		YES	NO		
Face and hands are relaxed (no “masking”)	<input type="radio"/>	<input type="radio"/>			
Gestures are engaged from beginning of conversation	<input type="radio"/>	<input type="radio"/>			
Hands consistently reach out	<input type="radio"/>	<input type="radio"/>			
Gestures stay primarily within gesture box	<input type="radio"/>	<input type="radio"/>			
DERAILERS		YES	NO		
Free of uses of filler words	<input type="radio"/>	<input type="radio"/>			
Statements end in downward inflections	<input type="radio"/>	<input type="radio"/>			
Free of extraneous movement	<input type="radio"/>	<input type="radio"/>			
Free of “self-commenting” and apologies	<input type="radio"/>	<input type="radio"/>			
VOICE	ABSENT	BELOW AVERAGE	ADEQUATE	OPTIMAL	TOO MUCH
Volume is full and consistent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Articulation is crisp and clear	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pacing is relaxed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Message is highlighted with expression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vocal quality is supported and resonant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EYE CONTACT	ABSENT	BELOW AVERAGE	ADEQUATE	OPTIMAL	TOO MUCH
Contact is held for three to five seconds per person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eyes engage everyone in the room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focus is consistently up	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eyes, hands, and face interact with listener	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>