

The Virtual Executive Presence Checklist

5 Minutes to Broadcast Readiness

Use this checklist to calibrate your environment and your mindset before logging into the boardroom.

1. The Technical Setup (The "Stage")

- **Center the Camera:** Ensure your webcam is positioned directly in the center of your screen (using a Center Cam or lowered mount) to simulate genuine eye contact.
- **Eye-Level Calibration:** The lens should be level with your eyes. If you are looking down, you are diminishing your authority.
- **Lighting Check:** Verify your face is evenly lit from the front. Avoid backlighting (silhouettes) or overhead "raccoon eyes."
- **Audio Audit:** Confirm you are using your dedicated microphone, not the laptop default. Do a quick "mic check" to ensure no echo.

2. The Physical Environment (The "Space")

- **Clear the "Front Space":** Ensure there are no physical obstructions between you and the lens.
- **Create Depth:** If possible, pull your chair 3-4 feet away from the wall behind you to create a professional depth of field.
- **Check the Frame:** Ensure you have "Headroom" (a small gap above your head) and that your shoulders are visible. You should fill the center of the frame, not the bottom corner.

3. Body Mechanics (The "Performance")

- **Plant Your Feet:** Uncross your legs. Place both feet firmly on the ground to anchor your body and prevent "swivel chair sway."
- **Engage the Core:** Sit slightly forward (active posture) rather than leaning back (passive posture).
- **The "No Touch" Rule:** Consciously relax your hands onto the desk. Remind yourself: *Do not touch your face, hair, or nose.*
- **Define Your Gestures:** Visualize the "Side Space" boxes to your left and right. Commit to keeping hand movements in that zone, never crossing the face.

4. The Final Mental Cue

- **Hide Self-View:** Once your frame is set, turn off your self-view to prevent distraction and grooming behaviors.
- **"I am Broadcasting":** Shift your mindset from "watching a screen" to "broadcasting a signal."