

Elevate Engagement in your Virtual Programs

Engagement is critical when you want to deliver an online program that results in powerful transformation for participants.

Here are a few tips for keeping engagement high when you're leading a live program in a virtual world.



Ice Breakers.

People need a warm up before engaging in a group. Give them something to do, but keep it simple. Make it very easy to engage.

Use icebreakers to gradually build engagement.

Introductions: If people are new to a group, ask them to share something they're most proud of. If they know each other, a great way to further build relationships is to ask them to share something no one knows about them.

Highs and lows. The obvious question people ask is, "hey, how is everyone doing today?" This question is an engagement killer. If you want people to engage, you've got to give them something fresh. Ask participants to share a high and a low from their day.

Weather word. Another way to gauge how people are doing is to ask them to share a word they would hear in a weather forecast to describe how they're feeling today.

Use chat to warm them up.

Another way to get people talking on a call is to ask a question and direct them to type their answers in the chat box. People are much more comfortable doing this. As the facilitator, you can read the answers in the chat and call on people to share a little more about their answers. This will gradually warm them up and get people used to talking.

Pre-Meeting

Give clear instructions in pre-session communications to start things off right:

- Log in early to make sure technology works.
- This will be a video meeting, so be sure both your audio and video are enabled
- Turn off cell phone, email and other notifications to minimize distraction

Structure over content.

If you're looking for group engagement, less is more when it comes to content. Keep content simple and straightforward. Keep screen share to a minimum. Use your content as a way to inspire discussion.



Just as important as content is how you structure your session.

A good rule of thumb is to talk no more than 15 minutes. Then ask a powerful question that gets people to engage. You've got to keep things moving to keep engagement high.

Include everyone

In every group you'll find someone who is more outspoken and someone who is more reserved. You're wearing multiple hats. You've got to deliver the content while making sure everyone stays engaged.

If you ask for feedback and continually hear from the same one or two people, you can politely say, "Let's hear from someone who hasn't shared yet." You can also call on someone who hasn't shared. For example, "Susan, we haven't heard from you today. Do you have any thoughts?"

If you have a small group, you can forewarn them: "I'd like to hear from each of you. I'll go around and call on you. We'll start with..." (name the next 3 people on deck so they're not caught off guard).

Follow these guidelines, and you'll be sure to see more engagement in your online programs.

Did this resource add value to you?

If this resource helped you moved a step forward, I have more great ways to help you get even further, faster. If you're interested in learning more about coaching or my private Mastermind group, simply email me at Marianne@MarianneRenner.com and we'll start the conversation!

Coach with me - 1 on 1 coaching can be one of the most transformational experiences for anyone seeking growth. If you're feeling stuck and can't seem to gain forward momentum in your business or career, let me help you move from chaos to clarity.

Mastermind - if you're committed to long-term, transformational growth, check out my private group helping leaders become all they were meant to become!



Additional Free Resources – find a number of free resources to help you move from chaos to clarity!

Join the private Chaos to Clarity Facebook group – for professionals and business leaders looking to accelerate growth.

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