

Does it matter if the camera is off or on during virtual meetings?

## Virtual Meetings & Nonverbal Communications

### THE STORY:

Have you ever attended a meeting at work where it was perfectly acceptable to hide under the table or sit in the room next door and listen through an open door? Like you, I participate in a fair number of Zoom, Google Meets, Microsoft Team, Webex, and Skype meetings during the typical workweek. I am surprised by the number of people who don't turn on their cameras and even more surprised that no one says anything.

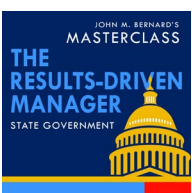
### INSIGHT:

Research claims that 93 percent of communication comes through nonverbal behavior and tone, and only 7 percent through the use of words. Shuffling in your seat, leaning forward, leaning backward, pushing your chair back, smiling, frowning, raising your eyebrows, opening your mouth, smiling, and shaking your head all send a message. We all know the human face conveys countless emotions without saying a word. In fact, in my experience, being able to see everyone's face facilitates more communication than sitting at the old conference table where half the people are in your peripheral vision and the other half are across the room. Seeing is communicating.



**Set the expectation that being on camera is required during all virtual meetings for the simple reason that your face is a critical communication tool, showing support, communicating confusion, or simply connecting with each other.**

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