

COLLABORATION IN HYBRID WORK

# Unlocking technology's hidden impact on our professional relationships

# Professionalism goes virtual



## THE WAY WE WORK IS EVOLVING

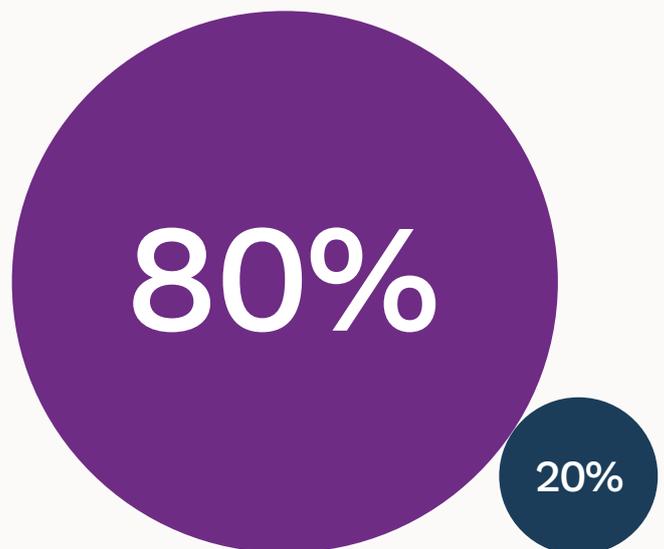
The way professionals work is rapidly changing: 63% of employees globally now say that hybrid work – where they split their time between the home, office, or any other location – is their ideal way of working. More mobile and more flexible than ever, the vast majority of employees are relying more and more on video meetings to connect to one another and get their work done. In fact, 80% of all meetings worldwide are now either fully virtual or hybrid, with only 20% happening fully in person.<sup>1</sup>

## BEING PROFESSIONAL ON VIDEO

Since the start of the pandemic, work in many ways has gotten less formal. For many, there's no going back to the days of suits and ties or strict working hours. This isn't to say that professionalism is gone, but rather that it's evolving alongside our ways of working.

With formal workspaces no longer our shared foundation, the codes of professionalism have been rewritten in a new set of virtual-first practices. We still put a great deal of effort into making ourselves presentable to boost our reputation with our colleagues, get that next promotion, or crush that big presentation.

But in this era, the audio and video technology we use to access our virtual workspaces plays a major role in defining our professionalism. Our ability to present ourselves and be heard and seen in those spaces impacts how well we can connect, communicate, and work in virtual environments. And as research shows, the devices we use can have a major impact on how we're perceived by our colleagues and professional networks.



## To Find Out More

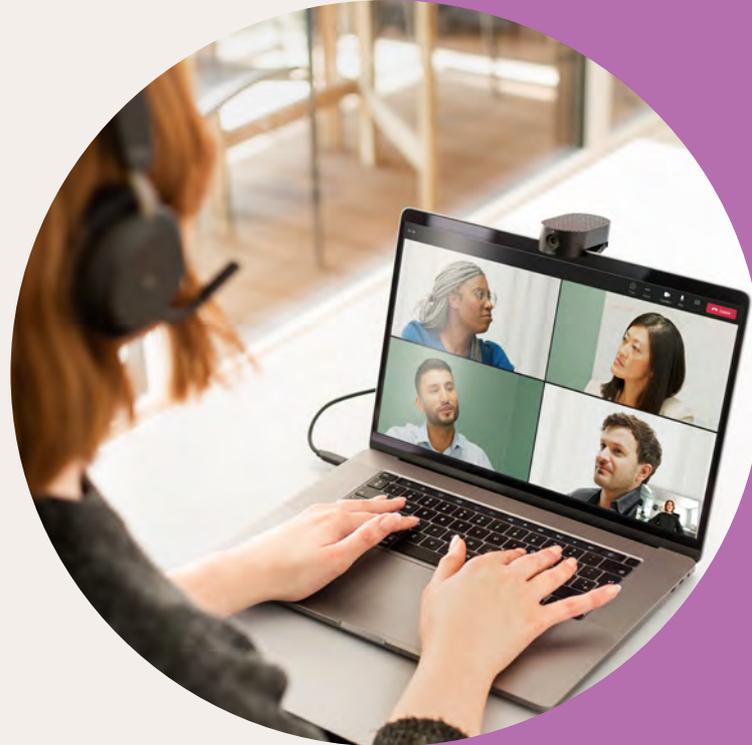
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**8 in 10 meetings are either fully remote or hybrid**

<sup>1</sup>Jabra Hybrid Ways of Working 2022 Global Report

# Leadership in the hybrid era

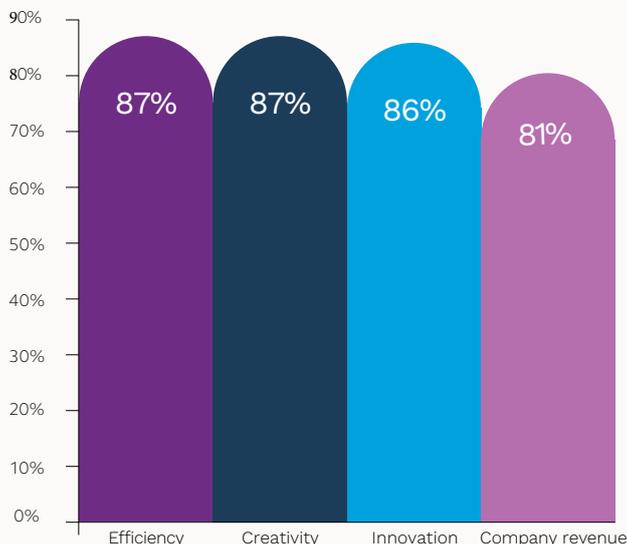


## EMPLOYEES EXPECT EMPATHY FROM LEADERS

With work and life becoming increasingly intertwined in the era of hybrid work, employees are expressing a real desire for leaders who display an understanding for their life priorities – both at work and beyond. In fact, a recent EY<sup>1</sup> study of 1,000 American workers found that “today’s employees want their leaders to be empathetic to both their professional and personal needs.”

## ORGANIZATIONS WITH EMPATHETIC LEADERS PERFORM BETTER

That same EY study discovered a strong correlation between empathy and company performance. With this in mind, employees believe that mutual empathy between employees and leaders increases:



With benefits like this, leaders simply must be looking for any opportunity possible to increase the authenticity of their relationships with their employees and peers.

## VIDEO STRENGTHENS EMPLOYEE-LEADER RELATIONSHIPS

Relationships between employees and their leaders are at risk. O.C. Tanner’s 2022 Global Culture Report<sup>2</sup> found that 1 in 3 employees currently feels disconnected from their leader. Luckily, in a joint study from Zoom and Forbes Insights<sup>3</sup>, 97% of executives said that videoconferencing helps improve the sense of connectedness amongst remote workers.

Similarly, 55% said they believe videoconferencing enhances their ability to increase employee engagement, ultimately concluding that video provides “greater intimacy in working relationships – both internal and external,” as well as “superior communication and understanding.”

<sup>1</sup>EY: How empathetic leadership can fix the Great Resignation

<sup>2</sup>O.C. Tanner: 2022 Global Culture Report

<sup>3</sup>Zoom and Forbes Insights: The Connected Culture*.forbesimg.com/forbesinsights/zoom/The\_Connected\_Culture.pdf*

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# Credibility and trust in the hybrid era



## **BUSINESS LEADERS FACE CHALLENGES WITH CREDIBILITY AND TRUST**

As leaders, credibility is an essential part of building trust amongst employees, partners, and customers. But Edelman, an organization that's been tracking trust rates across society for more than two decades, found in their 2022 report<sup>1</sup> that CEOs are some of the least trusted people in society, with only 49% of people saying they trust CEOs.

Similarly, 63% of the survey's 36,000 respondents are worried that business leaders are purposely trying to mislead the public by saying things they know are false or gross exaggerations. For business leaders and CEOs, the battle to break what Edelman calls the "cycle of distrust" is essential to tackle as we evolve in hybrid work.

## **TRUST-BUILDING OPPORTUNITIES ARE NOW VIRTUAL**

In today's world of work, 80% of meetings globally are now either fully virtual or hybrid, making video the primary medium through which managers and teams interact. In order to maximize the value of these interactions and build authentic and trusting relationships with employees, colleagues, partners, and the wider public, leaders should consider the technology they're using and the ways in which they represent themselves in virtual environments.

## **THE IMPACT OF VIDEO ON TRUST AND CREDIBILITY**

The quality of our video has wide-ranging impacts on our relationships, productivity, and even health. Similarly, it also has a powerful effect on how trust and credibility are developed and perceived.

Joint research by Brightcove and Screen Digest found that there can be a very negative impact on businesses using low-quality video. In fact, 62% of respondents said they are more likely to have a negative perception of a brand if they publish poor-quality video.

Additionally, 23% said they would think twice about buying from a brand with poor-quality video. As we know, brands aren't the sole domain of companies; we all also have our own personal brand. Clearly, video quality can have a major impact on others' perceptions of our trustworthiness and competence.

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<sup>1</sup> 2022 Edelman Trust Barometer

<sup>2</sup> Brightcove & Screen Digest: What matters in online video quality

# The intelligent video advantage



## TAKE BACK CONTROL OF YOUR IMAGE WITH INTELLIGENT VIDEO

As University of Virginia Darden School of Business Professor Laura Morgan Roberts sees it, if you aren't managing your own professional image, others are. "People are constantly observing your behavior and forming theories about your competence, character, and commitment, which are rapidly disseminated throughout your workplace," she says. "It is only wise to add your voice in framing others' theories about who you are and what you can accomplish." In a world of video meetings, adding your voice also means adding your image.

We saw in the previous section that video quality matters when building trust. Beyond providing the highest resolution on the market, a new category of intelligent personal video cameras boasts a series of advanced experiences to help you take back control of your image.

## PRESENT YOURSELF IN YOUR BEST LIGHT

Our new hybrid working habits have us working in all sorts of different locations. Whether we're in the office, at a cafe, or on our way to the airport, we're joining calls from numerous locations, many of which aren't particularly optimal for video meetings. While background noise can be eliminated with the noise-cancelling microphones of professional audio devices, insufficient lighting can still be a major pain. And since 93% of our

communication is non-verbal, it's crucial to get lighting right. As Sara Nyström, Executive Director at the Center for Body Language, said on the Jabra Soundbar Podcast: "the very, very important thing is to make sure you have a good quality camera, and you have a good quality microphone to make the most possible out of what we have."

As professionals, we care about our image, and because of that we invest time and effort every day to make sure we're seen as respectable and competent. In a world of virtual work, the tools and technologies through which we access our workspaces and collaborate help us look our best and communicate in as natural a way as possible to create stronger rapport with those we work with.

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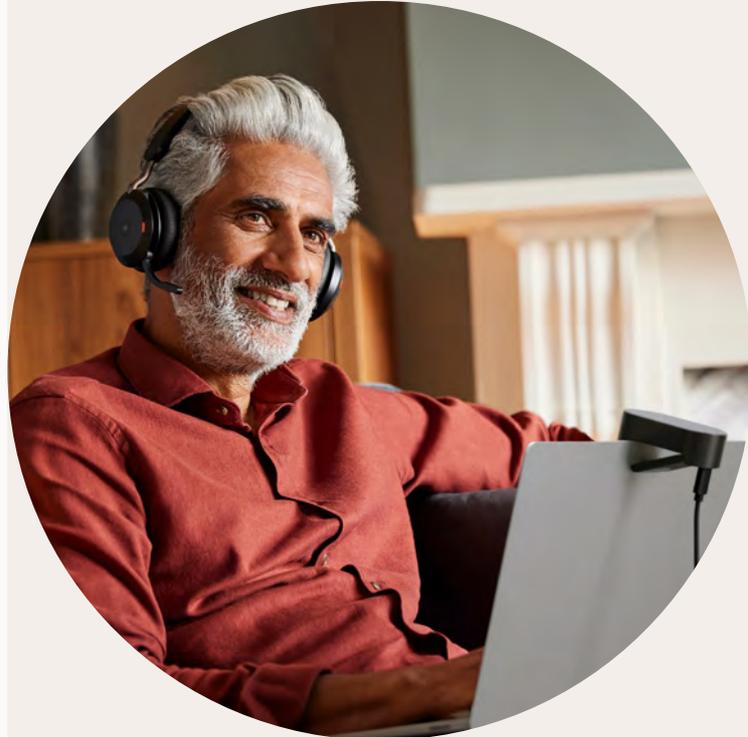
## **STAY IN FRAME, NO MATTER WHERE YOU'RE WORKING**

In in-person work environments, we often move around, leaning forward and backward and side to side, as we communicate our thoughts and information in a natural way. Personal video cameras with advanced Edge AI can deliver an experience in which you fill the frame properly, even if you're 10 feet away or off to the left or the right of the central field of view. All of this is done autonomously and unobtrusively, so you can stay engaged with your colleagues rather than fumbling with your camera, all while being comfortable in your workspace.

## **BE PROFESSIONAL ALL THE TIME, FROM ANYWHERE**

There's no going back to the pre-pandemic, pre-virtual way of working. In the new normal, we see the world and one another more frequently through a lens. In order to maintain the authenticity of our interactions, to create genuine human relationships at a distance, and to build trust with our colleagues, it's important that that lens is powered by intelligent technology that allows you to put your best foot forward.

So, the next time you go into that important meeting or presentation, make sure you take back control of the way others perceive you.



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