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Public Chatter

Practice Your Smile (for Online Shareholder Engagement)

Following up on [our series of shareholder engagement blogs](#), here's one that's bound to sound a little zany. Practice your online smile. More great advice from our firm's communications pro: Karen Lisko. Part of being persuasive, of being genuine, is being inviting and friendly. And given that video calls limit the level of your nonverbal communication opportunities, you have to take advantage of the ones that you have. You may think you're smiling broadly. But the reality may well be different. To make a smile convey through a video call, you have to smile a little big bigger - and a lot more frequently - than you might do in-person.

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