

10½ tips that will help your business development while we're working in a hybrid environment

Tenandahalf top tips: December 2021

As we head into 2022, we are still very much in a hybrid working environment with a couple of days being spent in the office then working from home for the remainder of the week. This isn't going to change any time soon so we thought it would be useful to share some of the top business development tips we've picked up (and seen work well) during 2021.

1. Be considerate of others

Everyone's personal circumstances are different. Some of your contacts may have health issues that you are unaware of or will have family members they need to protect. Always give people options, don't assume everyone wants to meet in person. And if you are meeting in person, take your lead from them when it comes to physical greetings.

2. Don't do what you've always done

You have more options than ever to engage with your clients and market with your contacts and referrers, so think more creatively and don't limit your BD to doing what you've always done.

As well as meeting in person or virtually, experiment with infographics, 'talking head' videos, podcasts, direct messaging and networking outdoors ('net-walking').

3. Keep your home-tech up to date

As we've been at home off and on for the best part of 2 years, you should have mastered the tech you're using at home but are their improvements you can make to your bandwidth, desk lighting, and audio quality?

You might also consider a standing up desk as they are better for presenting and posture.

4. Turn your camera on when you're on video calls

It's a simple one but it's essential. You can not engage with anyone from a black square!

5. Work harder on your virtual events

When running virtual events, you will need to work harder and smarter to get people to sign up.

The novelty of on-line events has long since gone but this doesn't mean online events and video conferencing will go away (they won't) and it doesn't mean they don't work (they do).

However, it does mean that unless you're doing something of obvious business value and in a format people want to use, you won't get your targets to sign up in the numbers you want.

6. Record your online events

If you record your events, you can use the recordings to make your follow up easier and/or send the recording with a personal message to continue your conversations or reconnect with clients, contacts and targets.

7. Virtual quizzes are so 2020!

You need to try something different if you're going to hold your audience's attention. Some examples that we've seen work well are baking, cooking pizzas, and whiskey/wine/gin tasting.

8. Share materials in advance when you're presenting online

Many people still feel uncomfortable talking in virtual meetings so don't contribute as fully as they would in person. If you share materials in advance, you can make the virtual meeting less daunting and therefore generate more engagement.

9. Working from home doesn't mean anything goes

Whilst it is true to say that we have become more relaxed towards work attire you should still create a professional image.

10. Always check your tech in advance

If you're running a virtual event, test your connection, camera angle, lighting and everything else you'll rely on while you host/present/talk.

Successful virtual events come down to 3 things:

1. Preparation before the event
2. Having someone in the room who knows how to use the technology
3. Actively encouraging those attending to participate

10½. Don't shout, tell

Too many LinkedIn posts announce individual's attendance at events, few share anything of value. Rather than announce that you went to an event on LinkedIn, share what you learned and how your contacts could use that knowledge to their benefit.

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