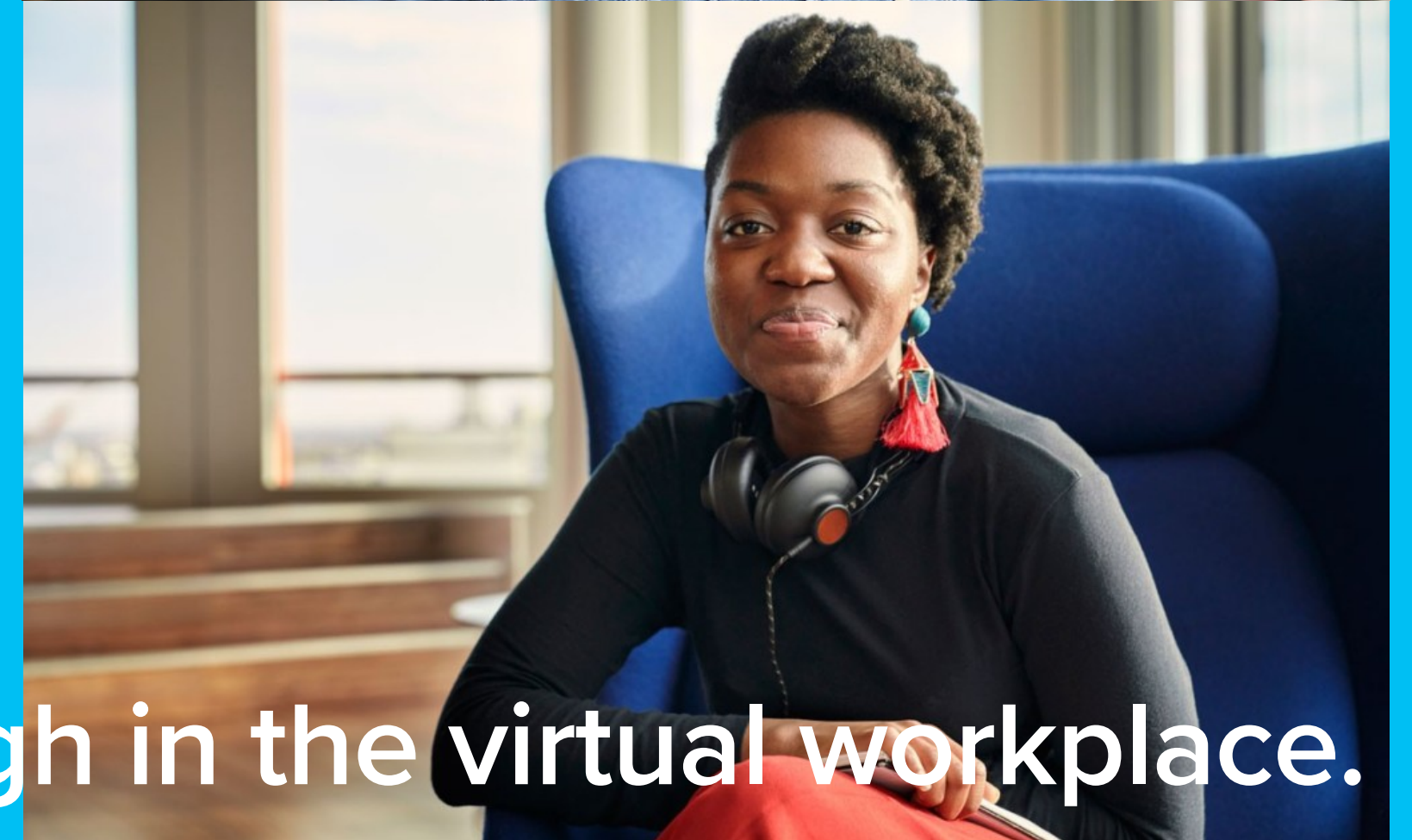




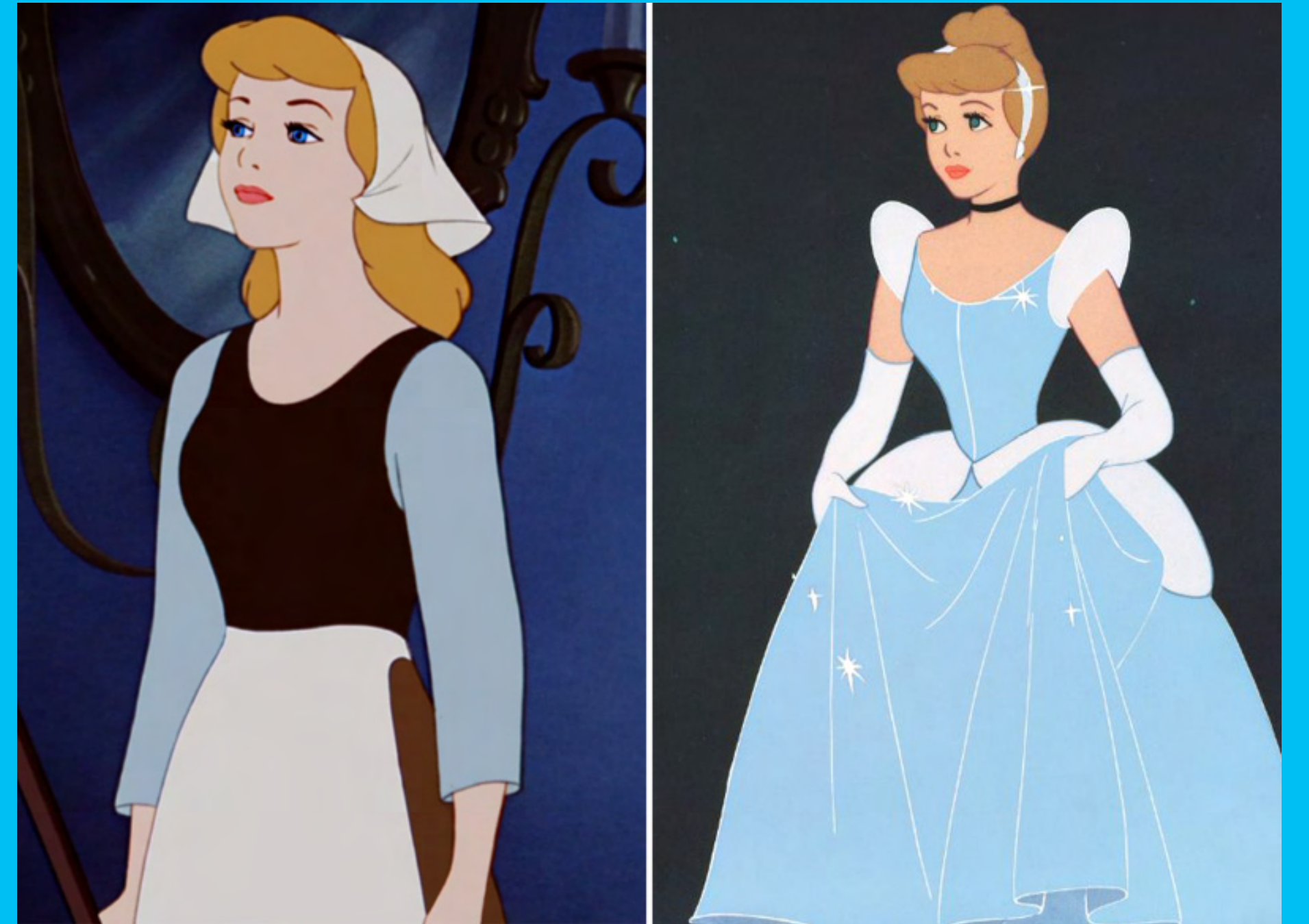
LEIGH TYNAN - MARCH 3RD, 2022

BEST FACE FORWARD

How to make sure your personality shines through in the virtual workplace.



**“DRESS FOR THE JOB YOU WANT,
NOT THE ONE YOU HAVE”**



DON'T ASSUME PEOPLE SEE & KNOW WHAT IS UNIQUE AND SPECIAL ABOUT YOU IF YOU DON'T SHOW THEM.

WHAT DOES IT MEAN TO PUT YOUR BEST FACE FORWARD?

Can you share some examples of what you think it means to ‘put your best face forward’?

Who is your audience and why do they matter?

Where are you in your career and what opportunities are in front of you?

What do the profiles of people you want to work with look like?

CASE STUDY

Suzie Yorke - Founder & CEO Love Good Fats - The Fastest Growing Food Start Up in Canadian Her/story



Suzie Yorke is... a mom, an eleven time Ironman finisher, a seasoned marketing executive with a history of working in food with a background in Engineering.

When I met Suzie she didn't even have her first sample bar made yet!

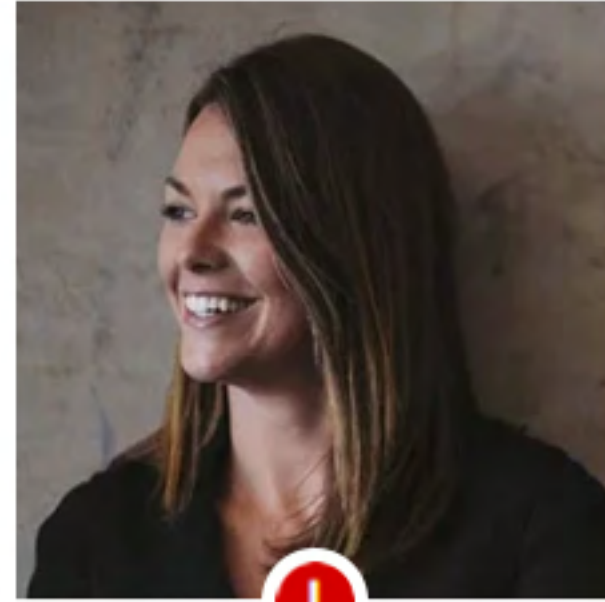
But coming from a marketing background, Suzie knew that **PUTTING HER BEST FACE FORWARD** was crucial to achieving her goals.

Suzie invested time & money to make sure her online presence was top notch.. this included her LinkedIn and Instagram for her brand

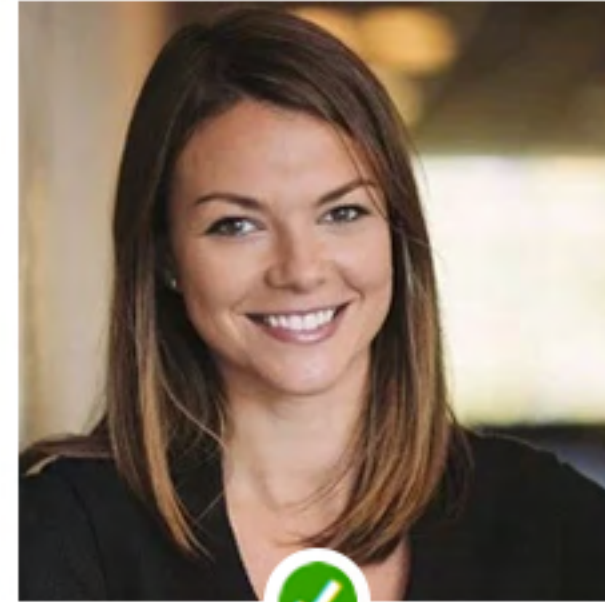
This 'branding' helped her secure funding to start and to grow her business at a rapid speed



SO WHAT MAKES A GOOD PHOTO?



Bad photo composition
Not looking at camera.
Poor lighting and too dark.



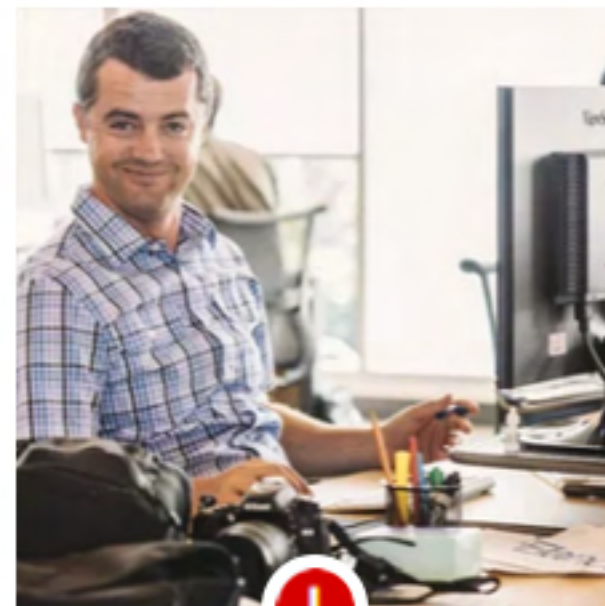
Good photo composition
Good lighting.
Facing the camera.



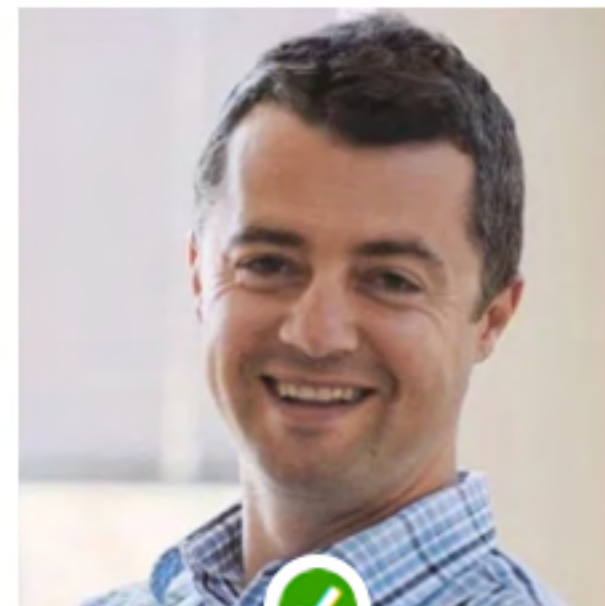
Bad photo cropping
Full upper body.
Face is hard to see.



Good photo cropping
Clean background.
Cropped around face.



Bad photo setting
Too much body.
Cluttered workspace.



Good photo setting
Simple background.
Framed into his face.



Distracting background
Attire is too casual.
Eyes covered by sunglasses.



Focus on face
Professional attire.
Smiling, looking into camera.





[How your face changes in different lighting](#)

[How to take the perfect selfie](#)

SOME THINGS TO THINK ABOUT

HOW TO TAKE A GREAT PHOTO

Tip 1: Take advantage of natural light when you can

Natural lighting should always be your first choice when taking a selfie. Instead of facing your computer screen or television, turn toward a window with natural light.

Tip 2: Face the source of your light

Whether you're outside in the sunlight or using the lamp in your living room, in order to take the best kind of selfie, you need to be facing the source of the light. And if you can, try to position your face so that the light is toward your nose. This will not only keep the subject of the photo, you, in the brightest and most visible position, but it will also provide flattering shadows and highlights to your face.

Tip 3: Choose a background with a flattering color

It's crucial that you don't ignore the background of your photo. While the area behind you should obviously be clean and clear of any embarrassing objects, the color of your background matters as well. It's best to utilize soft colors like white, light pink, gray, or tan, as these will reflect the light from your chosen source back onto your face.

SOME CHEAP & CHEERFUL TRICKS

For your self portrait:

- Invest in getting your hair cut/groomed.
- Get a bright new top and just keep the tags on and return it after.
- Use window light and a smartphone.
- Your backdrop can be a piece of fabric or bristol board taped to the wall.
- Use your camera's self timer so the photo can be 'posed'.

For your zoom/teams meetings:

Turn your camera on!

Get two Ikea Harte Desk Lamps to place behind your laptop camera ([LINK HERE](#))



USE THE SAME IMAGE/PERSONAL BRAND IN YOUR WORK ECOSYSTEM

WORK



PERSONAL



QUESTIONS?