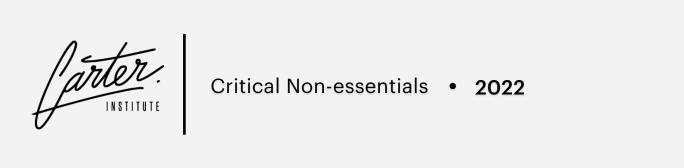
## Critical Non-Essentials



## In-Person

Meet by the front door	
Open the door for them	
Take their bag	
Get a cold bottle of water	
Get a clean towel	
Ask about key topics of interest	
Be professionally dressed	
Smell nice (not like your trying to get laid)	
Use their real name	
Never speak badly about a client	



## Online

Professional email address	Welcome into group
Zoom background	Support coach sends voice message
Zoom picture	Being early is on time, being on time is late
Zoom name	Never speak badly about a client
Lighting	
Audio	
Presence	
Clear connection	
Utilise their name	
Seek to understand, before being understood	

Critical Non-essentials • 2022

INSTITUTE