

# 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

Zoom background

Zoom picture

Zoom name

Lighting

Audio

Presence

Clear connection

Utilise their name

Seek to understand, before being understood

Welcome into group

Support coach sends voice message

Being early is on time, being on time is late

Never speak badly about a client



*Parter.*  
INSTITUTE