



COMMUNICATIONS & PRESENTATION SKILLS I

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Introduction

Communication is the foundation of success in the digital space.

Whether you are pitching an idea, sending an email, or collaborating remotely, how you communicate determines how you are perceived and how effectively your message is received.

This session explores how to communicate with clarity, build presence online, and collaborate effectively in a digital environment.

What Makes Communication “Digital”

Digital communication happens through emails, social media, online meetings, and virtual workspaces.

Unlike face-to-face communication, digital communication depends heavily on written tone, clarity, and consistency.

It requires emotional intelligence, active listening, and intentional effort to maintain understanding and connection without physical presence.



Digital Communication Etiquette

Good communication builds credibility. Poor communication creates misunderstanding.

Best Practices:

- Be clear and concise in your messages.
- Use polite and professional tone in all digital spaces.
- Respect people's time and respond appropriately.
- Proofread before sending messages or emails.
- Use appropriate channels for different conversations.

Reflection Question:

How do your messages reflect your professionalism and attitude?



Common Mistakes in Digital Communication

Good communication builds credibility. Poor communication creates misunderstanding.

Best Practices:

- Using overly casual language in formal spaces.
- Ignoring or delaying responses unnecessarily.
- Sending long or unstructured messages.
- Failing to review tone and clarity before sending.
- Lack of greetings or context in professional emails.

These small habits can affect how others perceive your competence and reliability



Tools for Effective Remote Collaboration

Digital entrepreneurs and professionals must learn to work with people they may never meet in person.

Collaboration tools make teamwork easier and more transparent.

Examples of tools include:

- Communication: Slack, Zoho Cliq, Microsoft Teams
- Project Management: Trello, Asana, Notion
- Co-creation: Google Workspace, Canva, Miro
- Time Tracking: Clockify, Hubstaff

Principle: Choose tools that improve productivity, accountability, and visibility.



Best Practices for Collaboration

- Clearly define roles and goals before beginning a project.
- Communicate expectations early and follow up often.
- Keep all project updates documented for transparency.
- Acknowledge and appreciate contributions.
- Maintain professionalism and respect in all digital interactions.

Effective collaboration depends on mutual trust, accountability, and clear communication.



**BEST
PRACTICE**

Building Trust and Presence Online

In the digital world, people decide whether to trust you based on how you communicate and show up online.

Ways to build trust and presence:

- Be authentic and consistent in your communication.
- Align your tone, values, and actions across platforms.
- Engage meaningfully with others—add value to conversations.
- Keep your online profiles professional and up to date.
- Deliver on your promises and follow through on commitments.

Trust is built through consistency, reliability, and professionalism.



Presentation Skills in the Digital Space

A strong presentation combines clarity, confidence, and structure.

Key principles:

- Begin with a clear message—know what you want your audience to remember.
- Organize your points logically and avoid unnecessary information.
- Practice your delivery and maintain a calm, confident tone.
- Use visual aids or slides that support your message, not distract from it.
- Prepare your environment—test your sound, lighting, and internet connection.

The goal is not perfection, but connection—how well you communicate ideas that inspire or inform.



Action Steps

- Practice professional online communication this week.
- Choose one collaboration tool and learn to use it effectively.
- Update your online profile or portfolio to reflect professionalism and credibility.
- Record a short presentation or pitch and review your delivery for clarity and confidence.



Conclusion

Your communication is your digital presence.
It tells people who you are before they ever meet you.
Speak with clarity, act with integrity, and
communicate with purpose.

