



VIRTUAL OFFICE INNOVATION

From Brand Value to Rand Value
on your VIRTUAL BILLBOARD



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This Article also appears in LinkedIn Digi OFFICE Kit

There's a new game in town for the Trailblazers of the new-next. It's focus is on Online Transformation and Potential. YOURS. No more ghosting, no more Hawaiian Beach scenes for business meetings. Now it's about transforming your Brand Value into Rand Value. In New-Next style.

Because meeting up locally is sometimes compromised, and the new International clientele that we're courting is present only on-the-Screen-in-the-main, who you are and 'what' shows up, must at least be congruent. Blank-this, and Blank-that when your name is keyed in to the search bar indicates that you're probably not a meaningful player in the Online game. Pity that it's money left on the table, as the saying goes.

In the increasingly competitive global environment where being average is not an option, industry Captains who are capable of winning the war against mediocrity are called for. Because when you look good (more groomed and less ghosting) you feel good, and your focus can instead be on taking the Brand Value of your personal or business Online Brand, to notably greater Rand Value when you deliver value like before. The Client XP is greatly enhanced - consistently so. It's free-market competition that you can learn to Ace. In essence, **Digital Transformation** births the potential that is a visually new, Game Changer.

*Most of us Onliners have never considered a career in the Dramatic Arts faculty
yet we find ourselves Scripted in on the New-Next visual Stage - as in
"All the world is a Stage" ... (ahem!) Do YOU look the part?*

As we emerge into the Hybrid World of Work now fully dressed and fully present - Online meetings, Training and Webinars persist. And whilst the Pandemic indulged our first-steps into the virtual world with the all-to-revealing home backgrounds and the general mayhem of home life playing out on Centre stage around us - going forward is likely to reward the Forward Thinker exploring the more professional options of Virtual Office Innovation. *Image* is in fact, *still everything*.

After all, we now DO have access to many more Virtual Office products than during Lock Down, including condenser desk microphones, adjustable ring lights, 1080p Webcams and easy-DIY Sound Proofing - and so on, all

of which are geared to deliver effectively on a more professional (less excruciating) Online experience for both Client & Consultant / Service Provider as the case may be.

However, the one lamentable frontier that has not yet been conquered effectively, is our **background** as it appears during our Online appearances.

BUT - what if our backgrounds were congruent with our actual Company or personal brand? What if we could add a proper Logo, Tagline and details to our background?

... What if we could add other meaningful **digital touch-points** like the **Human Touch**, during our Online Coaching sessions? *Well, the good news is that you soooo can!*

Rather than fueling the channels for the 'grand-relief' preference of gremlin ghosting or keeping the video off ... let's instead explore the newfound creative of Online Branding that is laden with new potential.

Early adoption can draw sniggers of "nah, I don't believe it, another fad, there's always an algorithm". Rest assured, you're in good company as a fellow Visionary. When the Apple Mac first launched, only a small handful by comparison were deliriously ecstatic about the enormous potential of the strangely shaped, coloured computer casing and all that it contained. The majority missed it entirely. Profoundly, it is these early beginning of the Mac that gave rise to my essay today on the merits of visual virtual, Online. Pause for a moment with the deepest respect and gratitude for the incredible trailblazing stamina across spawned Industries, the confluence of which has so valiantly risen to meet the needs of today's Online world. True Innovation. True Vision. Sheer guts and determination.



So, *what* is this new thing - Brand Value to Rand Value from the WFH Office? And what exactly is a Digi OFFICE Kit (DOK)? Well, it's a **Virtual Billboard** - a transformed, lamentable background to a *blank* canvas on which to craft your own Online Visual Brand with insight, understanding and renewed enthusiasm. And that, as often as you may need. It's virtual after all ... Neat. *And*, it works right from inside your WFH Office and the ZOOM Platform.

Furthermore, at the end of a busy Online day it stashes flat out of the way restoring your Sanctuary and Sanity. It's that simple - the Luxury of Convenience. It's not DIY. It's simply future-ready, with all the hard yards already done & dusted.

The whole Virtual Billboard concept is pretty much at the Plug & Play-with-some-guidance stage - which is why you need Game Changer packages of Professional images and a review of your Online Branding, to stand Head & Shoulders above the Gallery. Authenticity is after all, the new Style in town.

So then, when you switch on to your Zoom meeting you'll naturally command centre stage. *Well, why ever not?!*

Sharpen your Presentation Skills, Captain! It's the New-next and you're actually ahead of the game.

YOU can start looking forward to finding new avenues and opportunities. *The Online world is now your Oyster.* Go and rock that Stage! Read more on the Digi OFFICE Kit Tab and place your Order : www.smartsprint.co.za