Building Relationships in a Virtual World

Who am I?

Kaylan Wagner
Manager, Strategic CSM Team
Pantheon

- Working Remote Customer Success since 2014

- Remotely led Collaborative Gaming Teams on and off since 2005*

  aka: I run guilds & raid teams in World of Warcraft

- Avid Fiber Artist

- Supervised by two fluffy gremlins, Midnight & Ash

- Located in Augusta, GA
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Why are we here?

How often have you heard, said or thought the following?

- I can't read body language through zoom

- It is impossible to get to know someone remotely

- The best ideas come from in-person meetings

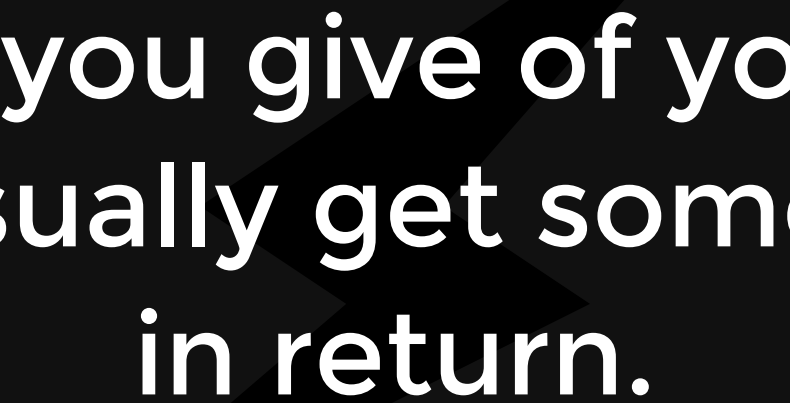- I can't connect with customers unless I see them in person

I don't accept that.

Hello there. I don't believe we've met.

Getting to know you

When you give of yourself, you usually get something in return.

Cracking the nut, one story at a time.

- Not everyone wants to build relationships at work, and that is completely okay

- Sharing your stories encourages other people to share their stories

- Stories, laughter, and wayward animals or children help build relationships

It doesn't have to be 100% business

- Talk about not work at the start of a call, but timebox it

- Spend a meeting dragging around google maps talking about where you live with a customer or colleague

- Discuss the cat that is prominently in the way on your webcam

- Ask about the kids or dog you can hear in the background

- Ask about the interesting item in their backdrop

Most importantly: Remember these things next time you talk and build from there.

The water cooler still exists in your mind

- Have a Coffee Break or Happy Hour meeting for your team

- Co-work with colleagues

- Agree to eat lunch at the same time, "together"

- Reach out to someone you haven't talked to in awhile just to say "Hi!"

- If you see someone's status says they're out sick, send a quick note to say you hope they feel better

- Follow-up when someone has told you something that's going on in their life and check in on how they're doing now

It is okay to take the time to do all of this.

Relationships build trust.

Think about the colleagues you trust the most.

Think about the customers you work best with.

Think about how those overlap with people
you have built a relationship with.

And think about how much of yourself you
have shared with those people.
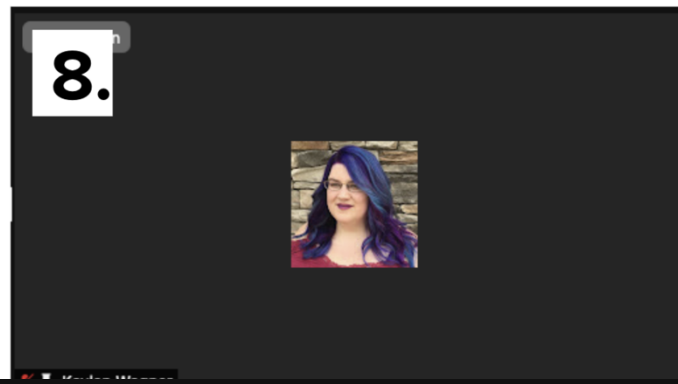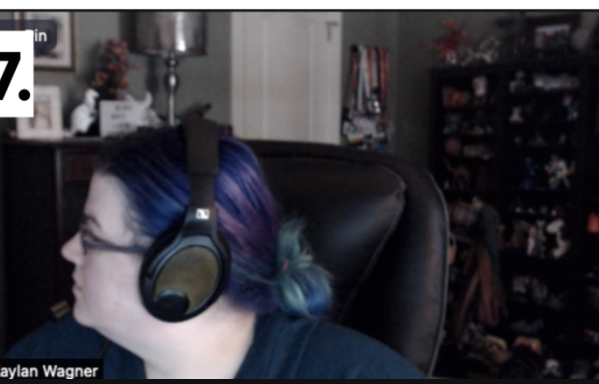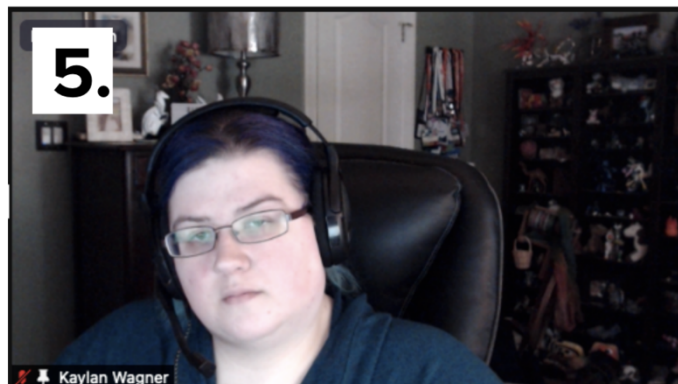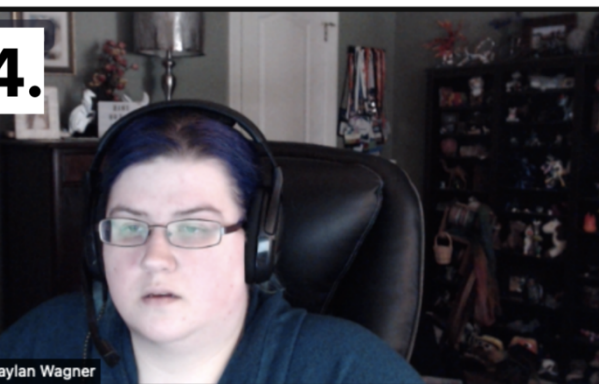
I bet there's some strong overlap.

Body Language
You know more than you think you know.

Game time!

aka: the many faces of a Kaylan

1.

2.

3.

4.

5.

6.

7.

8.

9.

Kaylan Wagner

1. Listening

2. Checking Slack

3. On my Phone

4. Reading email

5. Curiousity

6. Happy!

7. Totes Distracted

8. ??????????

9. Nuh-uh.

Kaylan Wagner
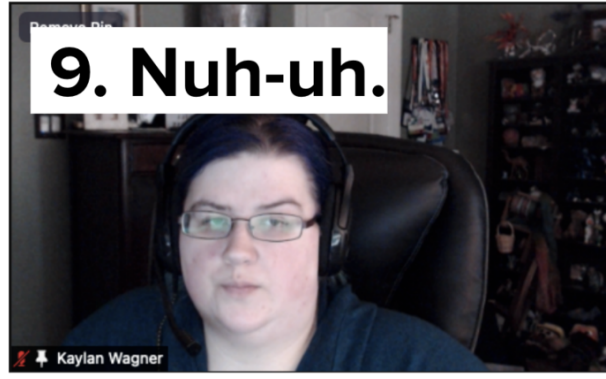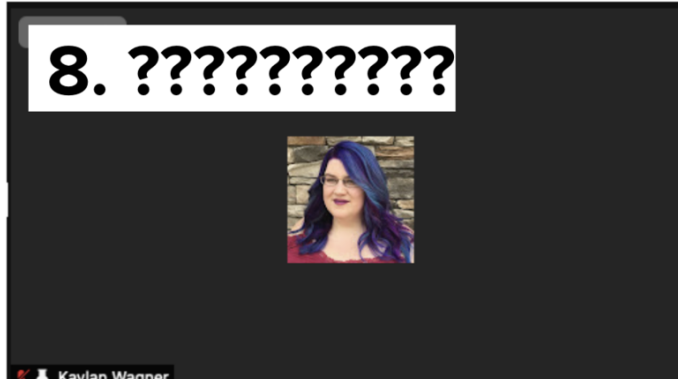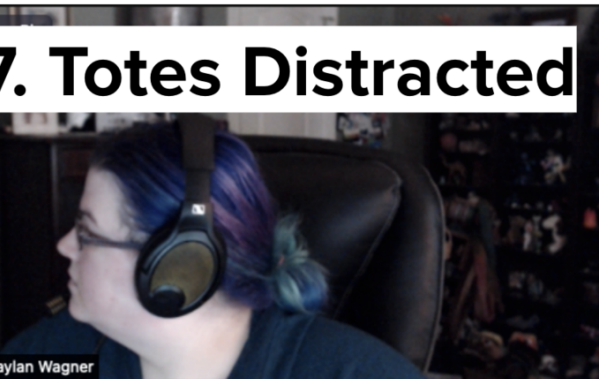
Virtual Body Language is just different

- Signals are different, but still there.
- Be kind to yourself; this is a new skill you are developing.
- You've learned more than you think in the last 2 years.

Help a person out!

- No one can read a blank screen.
- Be expressive!
  - With your face
  - with your voice
- Active listening is still active listening, you just can only see half of the active now.
  - Make sure you USE that half of the active
  - Visible hands aren't on a keyboard
  - Looking at the camera shows you are paying attention

But my team!

Long Distance Team Building
IS Hard, but not impossible.

- There are remote experience providers you can work with at various price points to create shared experiences. *I've used escapetheroutine.live #notsponsored*

- Managers actively need to provide space for their team to not work together.

- Managers and Senior Team members need to set the tone - if you are guarded and reserved, your team will be too.