

ICF CONVERGE

OCTOBER 23-25, 2025 • SAN DIEGO

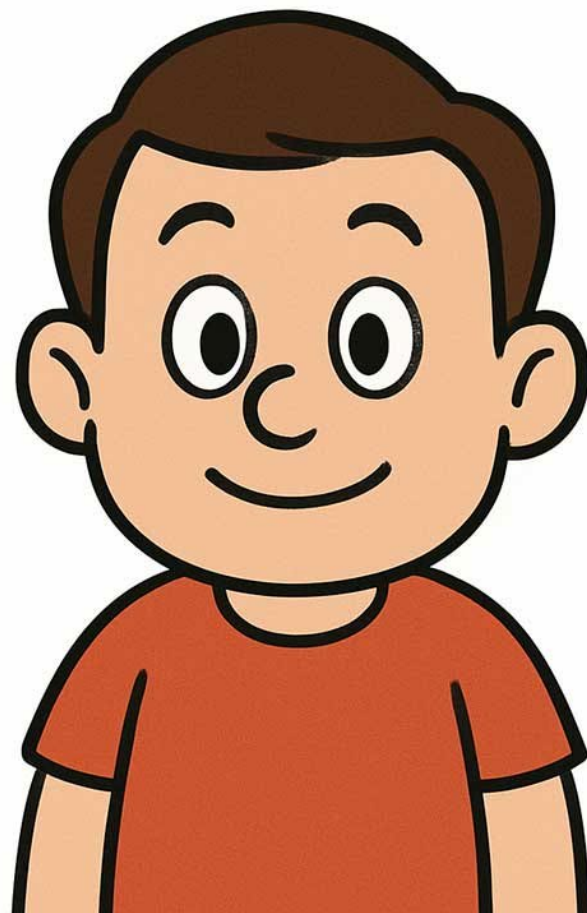


Cultivate Your Confidence on Camera

Brighton West, Virtual Videographer

Introduction

- Meet Brighton
- Meet a Classmate – Exercise #1
- Two Definitions
 - Parasocial Relationship
 - Social Relationship
- Hidden Brain example
- Exercise Follow Up



Introduction

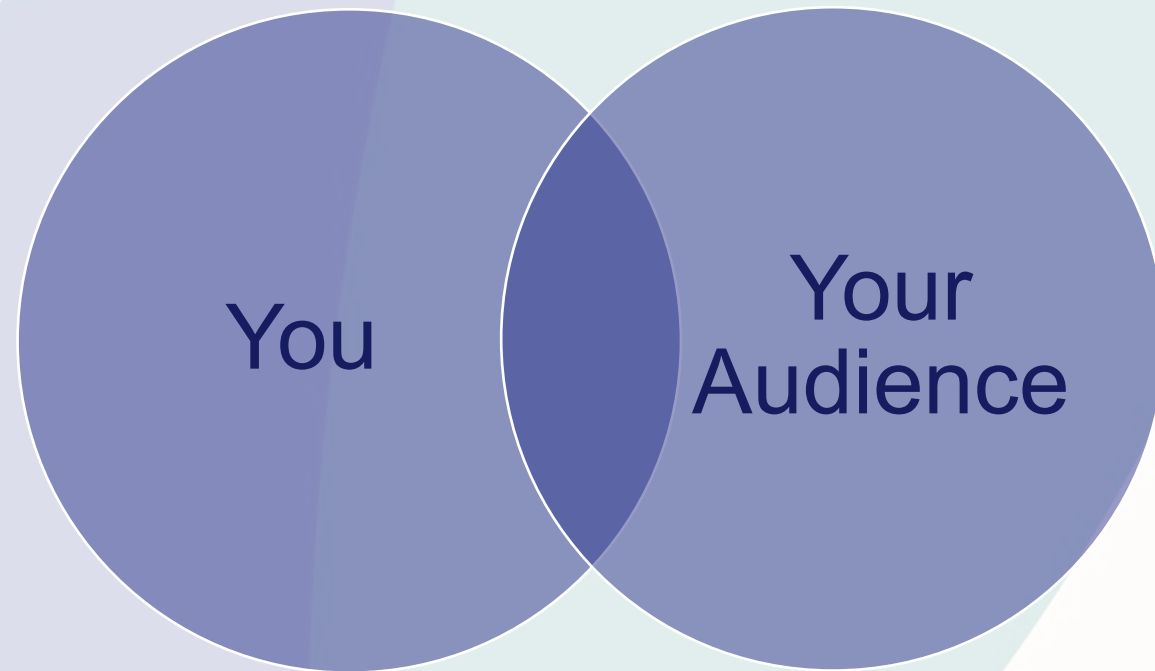
- Audience Poll
- Connections Happen Online
- My Goals Today
 - Determine if Online Video is Right For You
 - Compose a Professional Looking Video
 - Display Confidence On Camera

Current Landscape of Video Use

- Brand Visibility
- Marketing and Sales
- Client Delivery
- Strengths of Video For Coaches

Common Mistakes and Challenges

- Poor Video Quality
- Overly Scripted or Robotic Delivery
- Inconsistent Posting
- Focusing on Selling Instead of Providing Value
- Ignoring Where Clients Are



How to Improve Video Strategy

- **Content Strategy**
 - Define Audience
 - Share Stories
 - Mix Formats
 - Create a Content Calendar

How to Improve Video Strategy

- **Technical Improvements**

- Lighting
- Audio
- Background
- Framing
- Eye Contact
- Camera Position

How to Improve Video Strategy

- **Delivery & Presence**

- Speak to One Person
- Keep Energy High
- Use Stories and Examples

How to Improve Video Strategy

- **Distribution**
 - Platforms
 - Captions

Tools and Resources

- Recording Tools: Zoom, Riverside, StreamYard, Veed, Smartphone
- Editing Tools: Descript, Veed
- Analytics: YouTube Studio, Social Media Insights

Case Study

☰

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Lyssa deHart, LICSW, MCC, is the author of StoryJacking: Change Your Dialogue, Transfor...more

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Welcome to Lyssa deHart Coaching!



Welcome to Lyssa deHart Coaching!

1,438 views · 9 months ago

Subscribe today! My name is Lyssa deHart. I am a leadership, confidence, and whole life coach, and I'm also a mentor coach. I have my master's certification with the ICF, so I'm an MCC with the ICF. I do a lot of mentor coaching with professional coaches looking for their next level of credentialing, whether becoming a

Action Steps for Coaches

- Start Small: One Tip Video per Week
- Focus on Quality Audio / Lighting / Framing
- Build Consistency
- Always Lead with Value, NOT Sales Pitch

Exercise #2

- Make a Video with a Partner
- For Brand Visibility
- Recap Your Converge Experience
 - Eye Contact
 - Framing
 - Distractions (Audio and Video)
 - Clear Audio
 - Camera Height
 - Lighting

Conclusion, Takeaways, Giveaways and Q & A

- Recap
- Challenge: Post Your Video Today to LinkedIn **#ICFConverge2025**
- Takeaways and Giveaways
- Q&A



Contact

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