

MASTERING YOUR *VIRTUAL PRESENCE*

WITH GAVIN MCGARRY

FOR EXECUTIVES

Transform Virtual
Meetings Into Strategic
Leadership Moments



JUMPWIRE MEDIA

Master Your Virtual Executive Presence

with Gavin McGarry

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In today's digital-first business environment, your virtual presence isn't just about looking professional—it's about commanding authority, building unshakeable trust, and turning every screen interaction into a moment of strategic influence.

Whether you're leading investor presentations, conducting high-stakes client meetings, or aligning executive teams, your virtual presence is now your leadership presence.

Gavin McGarry brings insider knowledge from global television production (Entertainment Tonight, Endemol/Shine, CBC, Nickelodeon) and a proven track record guiding prominent personalities like Katie Couric, alongside diverse entrepreneurs and executives—from stand-up comedy instructors like Greg Dean to international accounting professionals like Pat McCarthy of Genesis Accounting—who depend on virtual environments for their success.

This isn't about basic video call etiquette.

This is about leveraging advanced television broadcast techniques, cutting-edge AI tools, and psychological presence principles to establish credibility, signal authority, and create breakthrough conversations that drive results.

The Strategic Imperative: Why Virtual Presence Defines Modern Leadership

In high-impact executive environments, trust and credibility are established within the first 30 seconds of any interaction.

Research shows that 93% of communication impact comes from non-verbal cues—tone, posture, eye contact, and environmental authority signals. In virtual settings, these signals are either amplified or completely lost.

You wouldn't walk into a boardroom in your pajamas.

Why would you not bring that same level of professional presence to your virtual environment? The executives who master virtual presence aren't just more comfortable on camera—they're consistently perceived as more professional, more prepared, and more capable of taking on the biggest projects and opportunities.

Leaders who master virtual presence don't just communicate better—they:

- **Command rooms** even through screens, influencing decisions and driving alignment
- **Build deeper trust** with investors, stakeholders, and teams through strategic visual storytelling
- **Maximize every interaction** by eliminating technical distractions and psychological barriers
- **Scale their influence** beyond geographical limitations while maintaining executive gravitas

The subtle psychology of virtual presence—camera angles that convey confidence without dominance, lighting that ensures every micro-expression builds connection, audio clarity that makes every word land with impact—these details separate leaders who thrive in virtual environments from those who merely survive them.

Gavin McGarry's 10-Hour (10 Step) Virtual Presence Excellence Program

A Comprehensive System for Executive-Level Virtual Leadership

This intensive program combines television broadcast best practices with cutting-edge AI integration and psychological presence mastery.

Designed specifically for executives who understand that virtual presence is now a core leadership competency.

Program Flexibility: Delivered to accommodate executive schedules—condensed weekend intensives, weekly sessions, or bi-weekly deep dives.

Gavin has successfully worked with Fortune 500 CEOs, international consultants, and high-growth entrepreneurs across six industries.

Overview of the 10 Sessions

1. Foundation & Strategic Assessment
2. Performance Analysis (Independent Expert Review)
3. Crafting Your Command Center
4. Platform Mastery - Zoom Deep Dive
5. The Psychology of Virtual Command
6. Interactive Leadership - Engagement & Influence Tools
7. AI-Powered Executive Enhancement
8. Automation for Executive Efficiency
9. Digital Authority & Strategic Visibility
10. Integration & Strategic Evolution

What You'll Master:

Session 1: Foundation & Strategic Assessment (1 hour)

The Executive Presence Framework:

- Discover Gavin's proprietary system that transforms television broadcast techniques into virtual leadership tools.
- He'll assess your current technical setup, clarify your executive brand positioning, and identify your Ideal Client Profile (ICP) to ensure every virtual interaction serves your strategic objectives.

Outcome: A clear roadmap for your virtual transformation aligned with your leadership goals.

Session 2: Performance Analysis (1 hour - Independent Expert Review)

Behind-the-Scenes Assessment:

- Gavin conducts a comprehensive analysis of one of your executive sessions, evaluating presentation dynamics, psychological impact, and missed opportunities for deeper engagement.

Outcome: Detailed feedback report with specific recommendations for immediate improvement.

Session 3: Crafting Your Command Center (1 hour)

Environmental Psychology & Technical Excellence:

- Master the art of virtual environment design—strategic lighting that ensures every facial expression builds connection, background selection that reinforces your authority, and ergonomic setups that support confident presentation during extended sessions.

The Science of First Impressions:

- Understand how environmental cues trigger psychological responses in your audience and how to leverage these for maximum impact.

Outcome: A professionally optimized virtual workspace that immediately elevates your executive presence.

Session 4: Platform Mastery - Zoom Deep Dive (1 hour)

Advanced Configuration for Executive Impact:

- Systematically configure over 120 Zoom settings to maximize engagement and eliminate technical friction.
- Master AI-powered features including real-time summaries and intelligent catch-up tools that keep stakeholders engaged even when joining late.

Outcome: Platform expertise that ensures seamless, professional experiences in every interaction.

Session 5: The Psychology of Virtual Command (1 hour)

Executive Presence Techniques:

- Learn advanced delivery methods including vocal dynamics that convey authority, eye contact strategies that build trust across screens, and body language that signals confidence without intimidation.

Trust-Building Subtleties: Master the micro-behaviors that either establish or erode credibility in virtual environments.

Outcome: Physical and vocal techniques that consistently position you as the authoritative voice in any virtual room.

Session 6: Interactive Leadership - Engagement & Influence Tools (1 hour)

Strategic Participation Management:

- Transform passive virtual meetings into dynamic, participatory experiences using advanced tools like Slido, interactive polls, and strategic breakout management.

The Neuroscience of Engagement: Understand how to structure virtual interactions to maximize retention and decision-making effectiveness.

Outcome: Tools and techniques that ensure your virtual sessions drive action and alignment.

Session 7: AI-Powered Executive Enhancement (1 hour)

Artificial Intelligence for Strategic Advantage:

- Integrate cutting-edge AI tools (Claude, ChatGPT, Gamma.app, Opus.clip, Napkin.ai) to enhance content creation, automate follow-up processes, and provide intelligent client support between sessions.

Future-Proofing Your Practice: Learn prompt engineering and AI utilization strategies that scale your influence while maintaining personal touch.

Outcome: AI-enhanced workflows that multiply your impact without increasing your time investment.

Session 8: Automation for Executive Efficiency (1 hour)

Systems for Scalable Impact:

- Implement automation tools (Zapier, AI agents) that handle routine tasks while ensuring clients receive enhanced value and consistent follow-through.

Strategic Time Liberation: Free up mental bandwidth for high-value activities by automating administrative workflows.

Outcome: Automated systems that increase client satisfaction while reducing your operational burden.

Session 9: Digital Authority & Strategic Visibility (1 hour)

Modern Executive Marketing:

- Leverage automated social media strategies and content distribution systems to build thought leadership across platforms.
- Learn from Gavin's experience developing digital strategies for major brands (RedBull, Katie Couric, Verizon).

Community Leadership: Strategies for creating and managing professional communities that extend your influence beyond individual interactions.

Outcome: A digital presence strategy that positions you as an industry authority and generates high-quality opportunities.

Session 10: Integration & Strategic Evolution (1 hour)

Live Performance Review:

- Collaborative analysis of a recent executive session post-implementation, with real-time feedback and refinement strategies.

Strategic Next Steps: Comprehensive program summary with personalized recommendations for continued evolution and growth.

Executive Community Access: Invitation to Gavin's exclusive network for ongoing peer learning and advanced strategy development.

Outcome: Complete mastery integration with a clear path for continued virtual leadership excellence.

Proven Executive Results

Gavin's clients consistently report transformational outcomes within the first 30 days:

- **Healthcare executives** have seen improvement in patient consultation engagement and medical team alignment
- **Financial services leaders** report significantly enhanced investor presentation impact and stakeholder confidence
- **Consulting partners** note reduction in virtual meeting fatigue while increasing client retention
- **Technology CEOs** consistently achieve stronger board presentation outcomes and more effective all-hands communications

"The psychological techniques alone transformed how I command virtual boardrooms. My investors now lean in rather than tune out." - Fortune 500 CEO, Technology Sector

Is This Program Right for You?

Ideal Executive Profile:

- **Volume:** Conducting 5+ strategic virtual meetings weekly
- **Impact:** Leading teams of 10+ or presenting to investors, boards, or key stakeholders

- **Growth Stage:** Scaling organizations where virtual presence directly impacts business outcomes
- **Investment Mindset:** Executives who understand that mastering virtual presence is a competitive advantage, not just a convenience

Industry Specializations:

Gavin customizes his approach for specific executive environments:

- **Healthcare Leadership:** Patient consultation excellence, medical team coordination, telehealth authority
- **Financial Services:** Investor relations, client advisory sessions, regulatory presentations
- **Professional Services:** Client engagement, proposal presentations, team leadership
- **Technology:** Product demonstrations, investor pitches, global team management

This Program Is NOT For:

- Basic video conferencing training or general tech support
- Executives new to virtual meetings (foundational skills required)
- Leaders seeking group training or team-wide solutions
- Those expecting overnight results without committed practice

Technology Requirements & Preparation

To maximize your program results, ensure you have:

- **Reliable high-speed internet** (minimum 25 Mbps upload)
- **HD webcam** (1080p minimum) positioned at eye level
- **Professional microphone** or not a headset
- **Dedicated virtual meeting space** with controllable lighting
- **Modern computer** less than 3 years old capable of running multiple applications simultaneously

Gavin provides more specific equipment recommendations during Session 1 based on your current setup and budget parameters.

Executive Schedule Accommodation

Understanding the unpredictable nature of executive calendars, Gavin offers:

- **48-hour rescheduling** without penalty for urgent business conflicts
- **Emergency session availability** for last-minute presentation preparation
- **Flexible session formats** including early morning, evening, and weekend options
- **International time zone coordination** for global executives

All sessions are protected by strict confidentiality agreements suitable for C-suite requirements.

Return on Investment Framework

Consider the strategic value of virtual presence mastery:

Time Efficiency: Eliminate technical frustrations due to poor virtual presence

Opportunity Impact: One successfully influenced investor meeting, closed deal, or aligned stakeholder relationship typically exceeds the entire program investment

Competitive Positioning: While competitors struggle with basic virtual competency, you'll command virtual environments with television-level professionalism

Scalable Influence: Master virtual presence once, leverage it across hundreds of future interactions throughout your career

Calculated ROI: Most executives recoup their investment within 30 days through improved meeting outcomes and time savings.

Post-Program Excellence Pathway

Your investment extends beyond the initial 90 days:

- **Continued access** to Gavin's exclusive SubStack community for ongoing peer learning
- **Quarterly virtual presence updates** as technology and best practices evolve

- **Priority booking** for additional sessions at preferred client rates
 - **Annual 30 minute presence audit** to ensure continued excellence as your role evolves
 - **Emergency presentation preparation** available at expedited rates
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Limited Availability Notice

Due to the highly personalized nature of this program, Gavin accepts only **12 executives per quarter**. This ensures each client receives his complete focus and customized attention their leadership position demands.

Next Executive Cohort: Priority consideration given to referrals from current clients and strategic partners.

Investment in Executive Excellence

The Leadership Credibility Factor

Consider this: Would you attend a board meeting in casual attire? Your virtual presence deserves the same investment in professional excellence. In virtual environments, establishing credibility requires intentional mastery of technical, psychological, and strategic elements that most executives overlook.

The Executive Challenge: Virtual communication is exponentially more demanding than in-person interaction. Without the full spectrum of physical presence cues, leaders must compress their entire executive presence into a small screen while managing technology, maintaining authority, and driving strategic outcomes.

Your Competitive Advantage: Master these skills now, while most executives are still struggling with basic virtual competency. Position yourself as the leader who not only adapts to virtual environments but leverages them for strategic advantage.

CONSULTING SERVICES AGREEMENT

This Consulting Services Agreement ("Agreement") is entered into between Gavin McGarry ("Consultant") and the client ("Client") and outlines the terms and conditions for consulting services provided by the Consultant to the Client.

1. CONFIDENTIALITY AND EXECUTIVE PRIVACY

The Consultant agrees to maintain strict confidentiality regarding all Client information, business strategies, and session content. This includes compliance with executive-level privacy requirements suitable for C-suite and board-level discussions.

2. SESSION SCHEDULING AND DURATION

The Client is entitled to ten (10) consulting sessions, each one (1) hour in duration unless otherwise agreed, to be completed within ninety (90) days from the date of the initial ("kick-off") session. Sessions may be scheduled as:

- Weekly one-hour sessions
- Two-hour back-to-back sessions (equivalent to two sessions)
- A single five-hour weekend session (equivalent to five sessions), as mutually agreed upon by the Client and Consultant

3. EXECUTIVE SCHEDULE FLEXIBILITY

Recognizing the demanding nature of executive calendars, the Consultant provides 48-hour rescheduling accommodation without penalty for urgent business conflicts. Emergency session availability and international time zone coordination available upon request.

4. BOOKING PROCEDURE

The Client shall schedule all sessions using the designated booking link:

<https://calendly.com/gavinmcgarry/60>

If the Client is unable to find a suitable time, they may contact the Consultant directly at gavin.mcgarry@gmail.com to arrange an alternative.

5. PAYMENT TERMS

The total fee for the ten (10) one-hour consulting sessions is \$2,500 (credit card payments +3%), due in full prior to the commencement of the first session.

Additional sessions beyond the initial ten (10) may be purchased at a rate of \$300 per hour, subject to availability and mutual agreement. All payments are non-refundable for unused sessions after the ninety (90) day period has expired.

6. SESSION TIME LIMIT

The ninety (90) day period for completing the ten (10) sessions begins on the date of the kick-off session. Any unused sessions after this period will be forfeited without refund.

7. SESSION SUMMARIES

All sessions will be summarized using Zoom AI Companion, and a copy of the summary will be provided to the Client.

8. RECORDING RESTRICTIONS

Neither the Client nor the Consultant is permitted to record any session, in whole or in part, by any means, without the express written consent of both parties.

9. CONTACT INFORMATION

For scheduling or other inquiries, the Client may contact the Consultant at gavin.mcgarra@gmail.com.

By engaging in the consulting services, the Client acknowledges and agrees to be bound by the terms of this Agreement.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date set forth below.

Consultant:

Gavin McGarry
Jumpwire Media Inc.

Client:

Name: _____

Company: _____

Date: _____