

Article: Ten Tips to Create the Right Impression

You're looking for that new job or promotion at work. You have the required skills, knowledge and attitude to do the job and be successful at it

- How do you convince others?
- How do you market yourself appropriately?

Here are some tips.

1. Identify what impression you want to create. What words do you want to be used to describe you? Friendly, professional, confident? Think about what qualities are being sought and focus on communicating you have them.
2. Dress appropriately. This does not mean 'power dressing'; it means dressing to fit with the impression you want to create. I would suggest you wear clothes that suit you, which you feel comfortable in, and that convey the relevant impression.
3. Watch your body language. What is it saying about you? An upright stance, good eye contact, relaxed and slow body movements are usually seen as demonstrating confidence.
4. Be yourself. You are unique and possess many fine qualities. Help them to shine through. Sincerity and authenticity are recognised and valued.
5. Be positive (1). Most people don't enjoy listening to moans and 'I'm badly done to' complaints. No matter what terrible things have happened that day, having a positive and upbeat approach makes people enjoy talking to you.
6. Be positive (2). Using positive language helps make you appear positive and proactive and confident. For example, instead of saying 'I think I can,' say 'I can', instead of saying 'perhaps' say 'I will', or 'I won't'.
7. Think about your tone of voice and the words that you use. A low, slow tone is generally considered to be more authoritative and suggests confidence. Ensure your words support your tone, for example, avoid phrases such as 'I'm just a'
8. Listen more than you talk. Remember the phrase 'you have two ears and one mouth and they should be used in that proportion'. People like to be listened to and by listening you learn more than by talking.
9. Identify a role model. Who do you think you creates the right impression, or the impression you want to create for yourself?
10. Review and refine. Spend some time after interviews or meetings thinking about the impression you made. What worked? What could be changed to create an even better impression next time?



About the Author - Krista Powell Edwards

Krista is a very experienced and highly qualified consultant, coach, facilitator, trainer and author.

She uses her experience and expertise to support individuals and organisations to enhance their effectiveness and performance.

Krista is currently writing her first book on how to effectively communicate credibility.

Expertise and experience

Krista has developed her expertise through

- An extensive track record of supporting organisations in the UK and internationally since 1995.
- Masters level research in the factors that affect the achievement of workplace performance.
- Extensive Continuous Professional Development (CPD), (including regular attendance at conferences and development programmes).
- Research of 'best practice' consultancy, facilitation and learning and development
- Qualifying as a Master Trainer, Master Practitioner and Practitioner in Neuro-Linguistic Programming (NLP).
- Designing and delivering 500+ training and development programmes.
- 20+ years as Chartered Institute of Personnel and Development (CIPD) volunteer - branch chair, council representative - supporting the CPD and performance of 7500+ HR professionals.
- Lecturing at a university (International Human Resource Management).

Specialist areas

Krista specialises in three main areas:-

Credibility - How to communicate credibility for influence and positive impact in the workplace

Credible HR - Enabling HR to add value to the organisation

Personal Effectiveness Skills - Support in developing confidence, credibility, influence, time management and assertiveness and conflict management skills so that individuals and teams are able to perform effectively.

Services

Krista offers support in **workplace performance improvement**.

Tailored, cost effective

- Consultancy and Research
- Coaching
- Facilitation
- Training and Development

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