

# Presenting Yourself

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There are four ways we are evaluated by the world; what we do, how we look, what we say and how we say it.

People in general will form an impression about you within the first few seconds of meeting you. This is why a boss might ask his receptionist; what was their initial impression of you when you attended a job interview? Never completely relax in a work environment, or become casual and complacent in your attitude, particularly when dealing with those who could affect your prospects.

## First impressions count.

Dress for the job you want, not the job (or position) you have, and before you speak, think about the impression your words will have on others. "Flattery makes friends and truth makes enemies" goes a Spanish Proverb. Choose what you say with care, especially before people get to know you. Avoid voicing radical political views or opinions, anything that might imply discrimination of any sort, and never refer to customers or those senior to you as 'mate'. Separate your work life and your home life completely, and do not make the mistake of taking personal issues with you into the workplace, as many do.

Never use your firm as a bank, or friends at work as lenders of last resort. This will lower your image as someone who can manage their affairs and their finances, and when it comes to the time to discuss wage rises, this can reduce your negotiating power if you are a persistent offender.

## Avoid the three C's: Criticizing, Condemning and Complaining.

And avoid the company of those who do.

If you have to criticize, always praise first. Coat your bitter pill with sugar. All organisations get it wrong at times, and despite the confidence that people often exhibit, the majority of people will sometimes have doubts, even World Leaders". If you have to criticize, 'play the ball not the man' and avoid attacking people personally, however frustrated you might feel. Even very intelligent people can make mistakes; Indeed, many great entrepreneurs failed many times before refining their ideas to become the successes we know of today.

Find someone you admire in life, someone who has succeeded in the field you would like succeed in, and then copy what they did. Above all else look and sound like a winner, because if you persevere and demonstrate a positive attitude, eventually your break will come.

## People are not always logical

When you are dealing with people always remember you are dealing not with creatures of logic, but creatures of emotion.