Professional Image

“Beyond the Horizon, professional development”
Goals for today

• Learn the art of total communication
• Practice the steps
• Utilize the tools available
• Review your complete presentation
Engaging the audience

• The secrets of the complete message.
  – Eyes
  – Tone of voice
  – Body language
  – Words
  – (let's practice)
“You never get a second chance to make a first impression”

- **Discussing the internal client**
  - Within your office, department, school and Univ.
  - List those you come into contact regularly.

- **Building relationships for all the right reasons.**
  - “Not because you want something, because you will eventually need something.”
  - Three examples of need

- **What is the “golden rule” in relationships?**
  - Communicating with care
  - Listening skills
Expectations of Attire

• Generational diff.
• Department differences
• If all else fails play it conservative
Preparing for the meeting

• Visitor you want to impress?
• Meeting a dignitary?
• Interviewing for that new role on campus.
• Types of interviews.
  – Behavioral
  – Technical
• Come prepared to talk about what is important to the others.
• Bring real examples
Types of Interviews

• Technical
  - Specific needs of accreditations, programs and other.

• Behavioral

• Gallop,
  – Gathering answers from top performers that list “what we want to hear from candidates”

• STAR
  – Situation, Task, Action and Result.
Selling yourself

• Prepare to speak to the subject matter.
• Know what is on your resume and be prepared to share it specifically.
• Know the information that is important to the guest.
• Identify key components of your career you want to share
Telephone contact

- Success through the tone of your voice
- Genuine concern to help
- Utilize repeating information to ensure the participant is sure you are “getting” the important information form the conversation
Follow up from a meeting

• Hand written notes are always better than e-mails.
• Give a couple of days before reaching out.
• Create a system of networking that allows others to know about you.
• Other networking ideas?
Q & A

• Questions about the process?