



How to make a brilliant first impression

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Facts

1. It takes less than 30 seconds to make a brilliant first impression
2. More than ½ of our personal impact is made by our visual communications
3. It takes up to 21 interactions to repair a negative first impression scenario

What comprises personal impact?

- Appearance 58%
- Voice 35%
- Content 7%

Professor Albert Mehrabian 1970's Harvard University

How to look confident & energised

- Smile
- Erect posture
- Strong direct handshake
- Direct eye contact
- Walk with confidence - don't look down
- Speak

Look the part to match the role/sector

- Current, forward thinking
- Appropriate investment
- Bring out your personality - colour, accessories etc
- Be distinctive
- Be an individual

How to engage

- Introduce self first
- Brand statement flow smoothly
- Be interesting - ask questions
- What are you an expert in? - what is your USP?
- Cultural knowledge
- Be yourself