Impression Management: From the First Moment to the Last

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Impression Management

- The “Shallow American Population”
  - How many seconds does it take to make a positive impression in the United States?
  - And, if we make a negative first impression how long does it take to “turn that impression around?”
  - What can we do to get it “right” most often?
If We Were Totally “Authentic”
How Do You “Show Up?”
First Impressions

- Trustworthy
- Caring
- Powerful Appearance**
- Capable

** This characteristic drops to 15th on the list after the first meeting.
Keys to a Memorable Lasting Impression

- Trustworthy: Consistently honest and reliable
- Caring: Projects compassion, kindness, friendliness, graciousness, interest and attentiveness
- Humble: Attentive to the needs of others
- Capable: Decisive, carefully prepared and enthusiastic
Your Mother Was Right!
The Eyes Have It
Don’t Give the Finger
Did you smile today?
Use Your Voice

make your voice heard
The Moment Your Walked In...
## Putting “It” All Together

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<th>Posture</th>
<th>Hand Shake</th>
<th>Zeal</th>
<th>Smile</th>
<th>Eye Contact</th>
<th>Listen</th>
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Influencing

• One of the most important factors of impression management is the ability to influence others to believe in your ideas.
How to win friends and influence people... really.

- Stories, examples and analogies that evoke emotion
- Shared values
- WIIFM
- “Because”
Personal Power

- What gives you confidence before you enter a room?
Gaining Confidence

High-Power Poses

Low-Power Poses
Strike a Pose!
Resources

- The Attention Economy, Thomas Davenport and John Beck
- Leadership Presence, Belle Linda Halpern and Kathy Lubar
- How To Make People Like You, Nicholas Boothman
- Talking from 9-5 – Women and Men in the Workplace, Deborah Tannen
- Difficult Conversations, Douglas Stone, Bruce Patton & Shelia Heen
- Powerful Conversations, How High Impact Leaders Communicate, Phil Harkins
- Put Your Best Foot Forward, Jo-Ellan Dimitrius
- Inspire Any Audience, Tony Jeary
- Influence, The Psychology of Persuasion, Robert Cialdini