



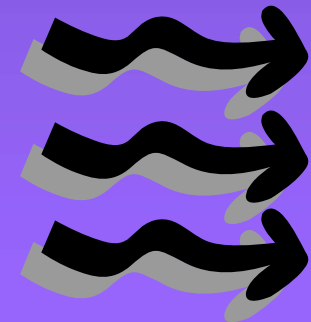
The Impact of Personal Image

Carole Attwood

PIPA Conference 3rd July 2006

Aim

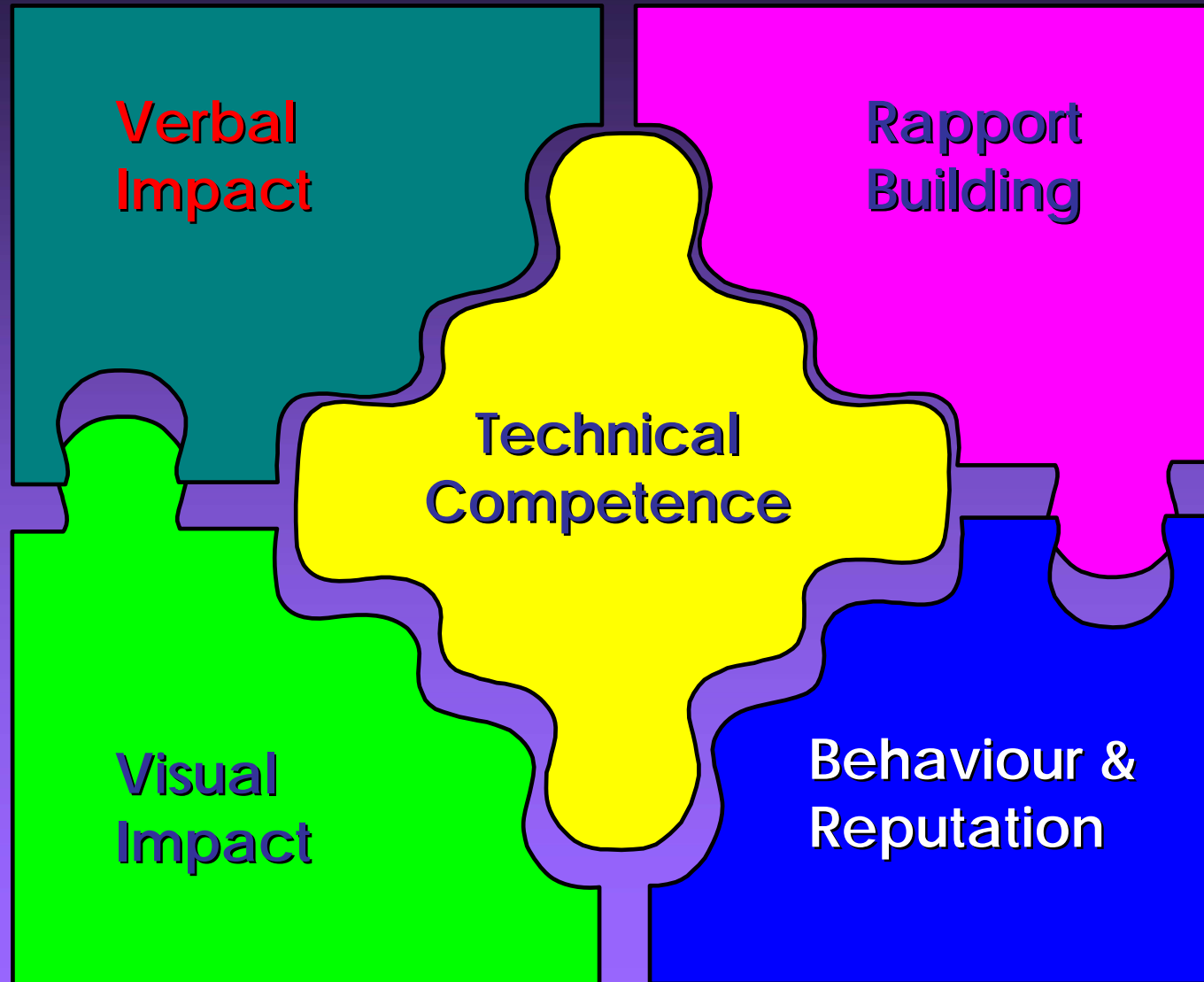
- Provide an insight into the significance of personal presentation
- Consider its effect on the impression we make
- Provide some ideas on how to create a positive impact





Who would you pick to A. Cut your hair B. Build or repair something C. Carry out a psychometric profile?

Professional Profile



**Verbal
Impact**

**Rapport
Building**

**Technical
Competence**

**Visual
Impact**

**Behaviour &
Reputation**

The impact of image

Our image influences:

- How we feel about ourselves:
 - ◆ Confidence
 - ◆ Self esteem
- How others perceive us:
 - ◆ Responses
 - ◆ Reactions
 - ◆ Actions



Your Image



- First impressions take just 15 seconds to make...
- Do you know what yours is saying?
- How can you maximise the impact you make?



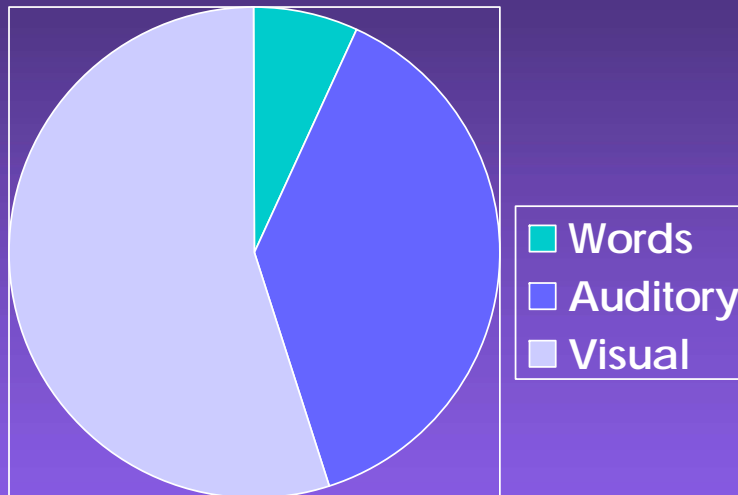
Fascination with how we communicate...



- First study - Darwin (1872)
- Numerous studies by anthropologists, psychologists, linguists and other researchers across the world
- Industrial Society's Survey - Looking Good, Sounding Right(2001)
- "Since the mid 1800s thousands of research projects have been completed establishing a generally recognised corpus of non verbal cues"

David B Givens, Centre for Non Verbal Studies, 1998

Key factors:



- What we say 7%
- What we hear 38%
- What we see 55%

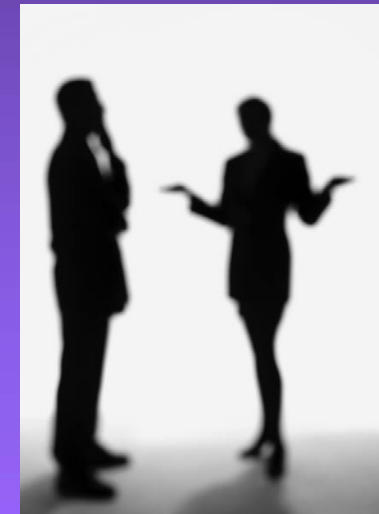
"...93% of what a listener comprehends originates from the speaker's body language and tone employed in the delivery of the words.."

Albert Mehrabian

Body Language



- Origins
- Using it effectively
- Positive Body Language?
- Negative Body Language?



Positive Body Talk

- Firm handshake
- Leaning forward
- Eye contact
- Smiling
- Upright posture
- Expressive face
- Uncrossed arms/legs
- Open hands, palms
- Personal space

Top 3?

Which would
you pick?

Smile! Its better than sex...



- Hewlett Packard commissioned research
- Clinical tests analysed by Dr David Lewis
- "The importance of a smile and face to face contact cannot be be underestimated ..."

Dr David Lewis (2005)



Personal Appearance

Key factors:

- Grooming, fit and quality of clothes
- Styles
- Colour
- Appropriateness



Colour



Know what suits you and know the effect

The effect of colour

- Our reactions to colour
- Psychology of colour
- Research by psychologist Max Luscher
- Further studies by US researchers



RED



- Powerful
- Dynamic
- Confident
- Successful
- Aggressive
- Demanding



Pearson Education, Inc. 2006

BLUE



- Intelligent
- Professional
- Trustworthy
- Conservative
- Credible
- Efficient
- Aloof



Pearson Education, Inc. 2006

BLACK



- Authoritative
- Assertive
- Powerful
- Oppressive
- Menacing

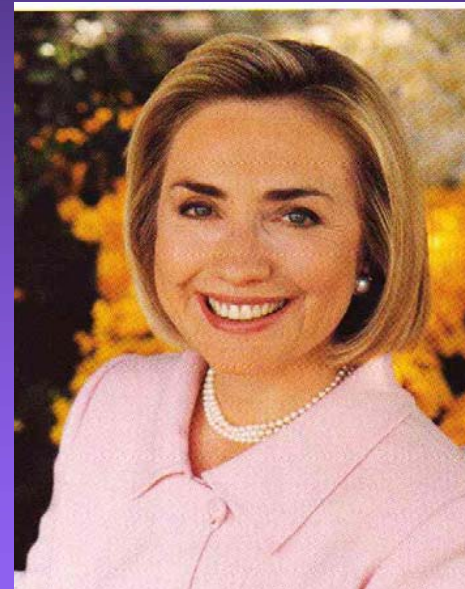


Pearson Education, Inc. 2006

PINK



- Youthful
- Approachable
- Empathetic
- Innovative



Pearson Education, Inc. 2006

Personal appearance



Authority & status

- **Darker colours**
- **Higher contrast**
- **Extra details - e.g belts, accessories**
- **Structured clothes**

Approachability

- *Lighter colours*
- *Less contrast*
- *Less structured clothes*
- *More relaxed styles*

Auditory

- How we use our voice

- ◆ Volume
- ◆ Accent
- ◆ Rhythm
- ◆ Tone
- ◆ Speed
- ◆ Pitch

- Recent research looked at how we respond to the depth of a voice..

- ◆ A deeper voice might be associated more with power
- ◆ Women's voices are getting deeper...



Jonnie Robinson, British Library

Verbal Communication



- Factors affecting impact
 - ◆ Words we choose
 - ◆ Style of language



Use positive and unambiguous words

Verbal Communication

Avoid the 'negative'

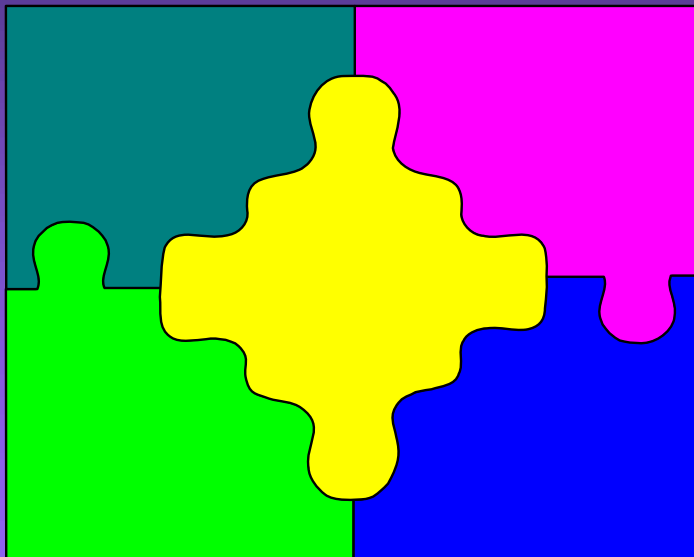


- Don't forget to collect the kids
- Will register in the brain as:
- Don't **forget** to collect the kids
- **Remember** to collect the kids
- Will be more effective!

Creating Personal Impact - Summary

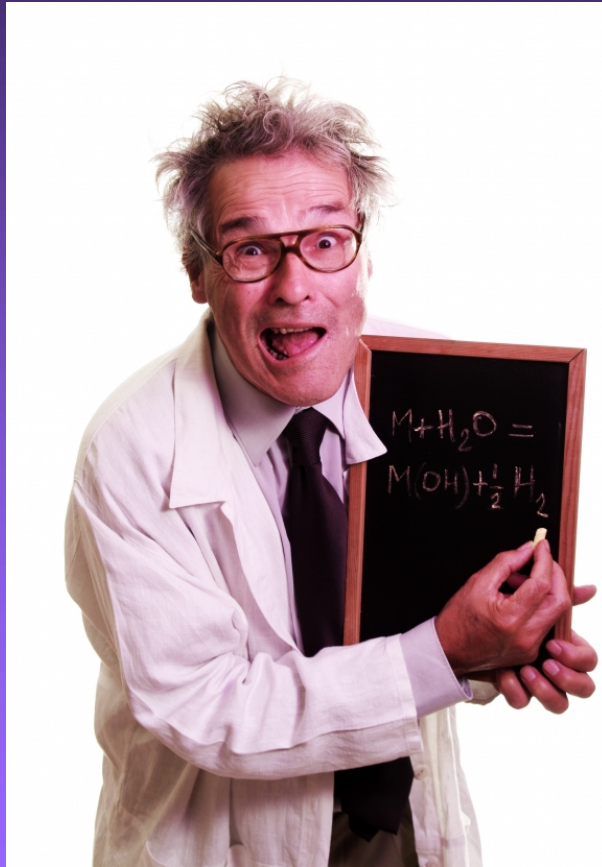


- Appearance
- Body Language
- Communication Style



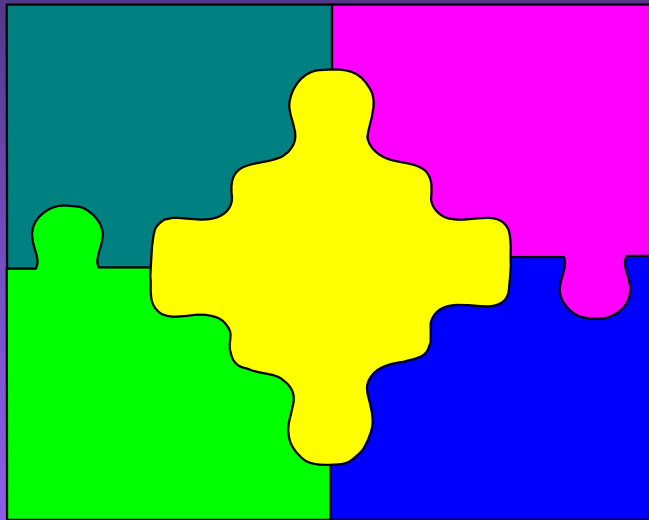
Our Image gives messages about us - knowing how to use it can be powerful

How would people respond?



- Positives?
- Negatives?
- Will **your** image support **your** message?

Managing Your Profile & Personal Image



- Competence is taken for granted
- Success (and competitive and edge) comes from developing **all** aspects of our profile