

First Impression



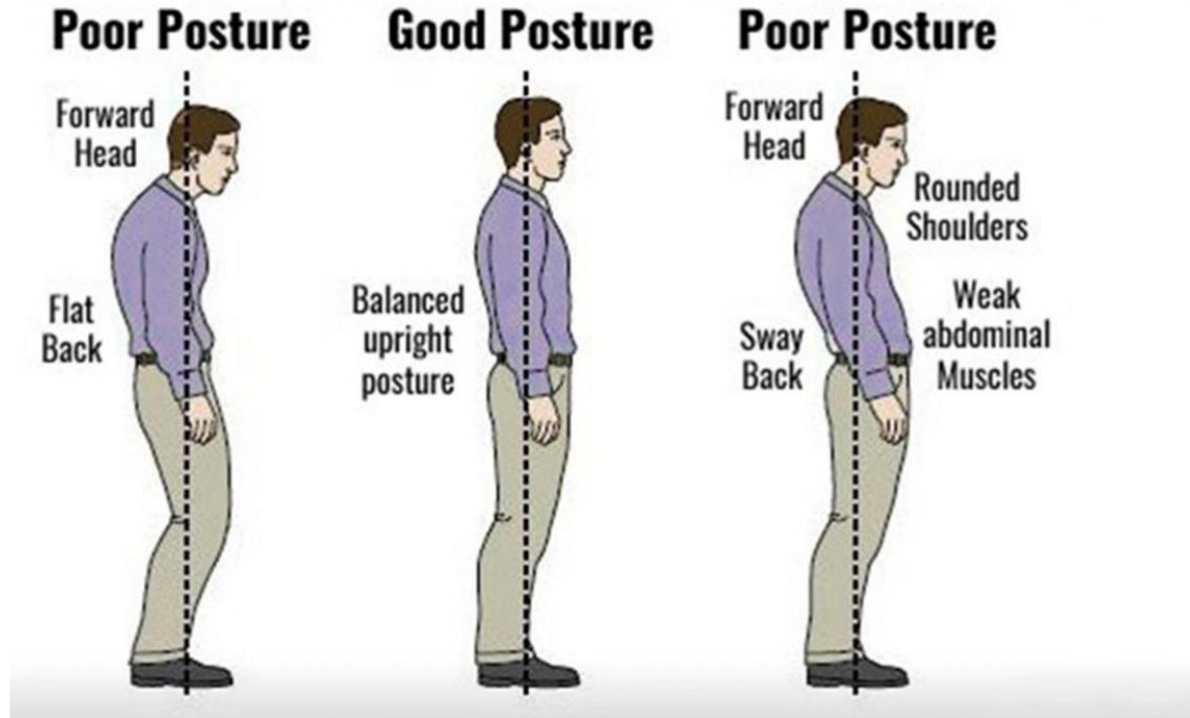
You never get a second chance to make a first impression



- **IMPRESSION** - an opinion or feeling that you have about someone or something you have seen but do not know very well.
- **FIRST IMPPRESSION** - opinions that you form immediately, before thinking thoroughly
- Probably, it will take less than 5 seconds to judge

There are five simple ways to ensure you make a positive first impression:

1. POSTURE



- Posture indicates confidence or signals nervousness.
- Posture can be open or closed.
- Posture conveys feelings and attitudes.
- Posture is one of your nonverbal communication styles.
- Studies show that people trust nonverbal communication over verbal communication.

A FIRST IMPRESSION IS BASED ON

7%

SPOKEN WORDS



38%

TONE OF VOICE



55%

BODY LANGUAGE



BAD POSTURE

VS

GOOD POSTURE

✘ HEALTH

Back pain, often caused by extended hours of poor posture, is becoming increasingly common because of the amount of time we spend hunched over smartphones and slouching in front of computers.

♥ FEEL

Slouching not only makes you look tired, but it also makes you feel sluggish, fearful and self-conscious.

📢 COMMUNICATION

Poor posture communicates to those around you that you may be bored, nervous, fearful or self-conscious.

📷 APPEARANCE

Besides the obvious hunchback syndrome, slouching can make you look unhealthy.



+ HEALTH

Practicing good posture engages your core, opens up your diaphragm to help you breathe better, and gives your organs the room they need to aid in digestion.

♥ FEEL

Straightening up and maintaining good posture can actually help increase energy, productivity, and even reduce stress.

📢 COMMUNICATION

Simply pulling your shoulders back, chin up and back straight communicates confidence, presence and openness and helps you own the room.

📷 APPEARANCE

Holding yourself upright and in good posture can help you look younger.

Did You Know?

2. FACIAL EXPRESSIONS

- Facial expressions are a form of nonverbal communication
- They signal your emotions to people
- The 7 Universal Facial Expressions:
- Happiness
- Sadness
- Fear
- Disgust
- Anger
- Contempt
- Surprise



Angry



Contempt



Disgust



Fear



Happy



Sadness



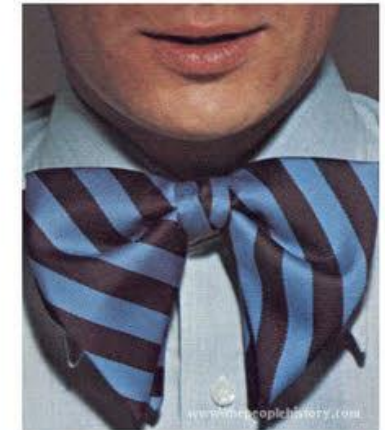
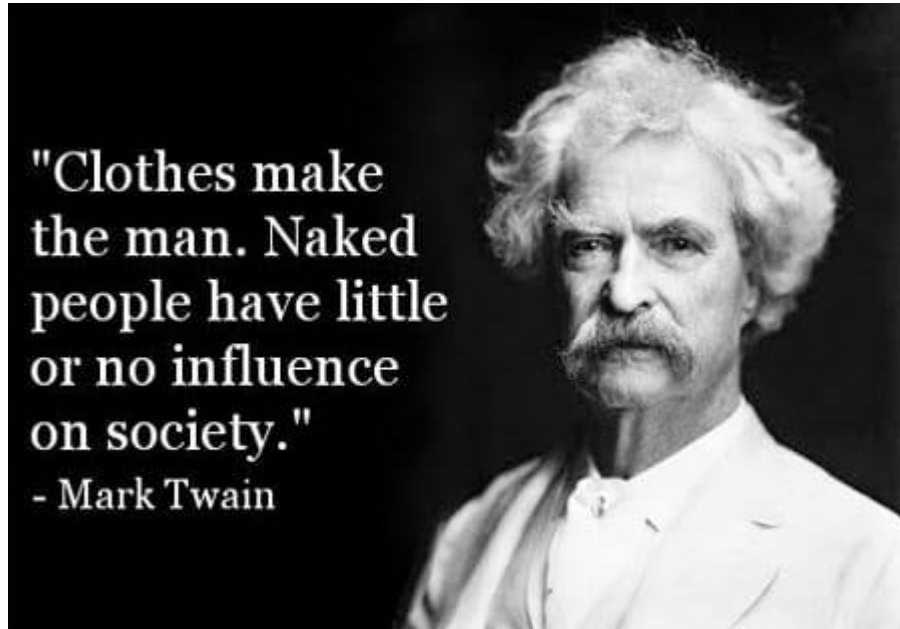
Surprise



Neutral

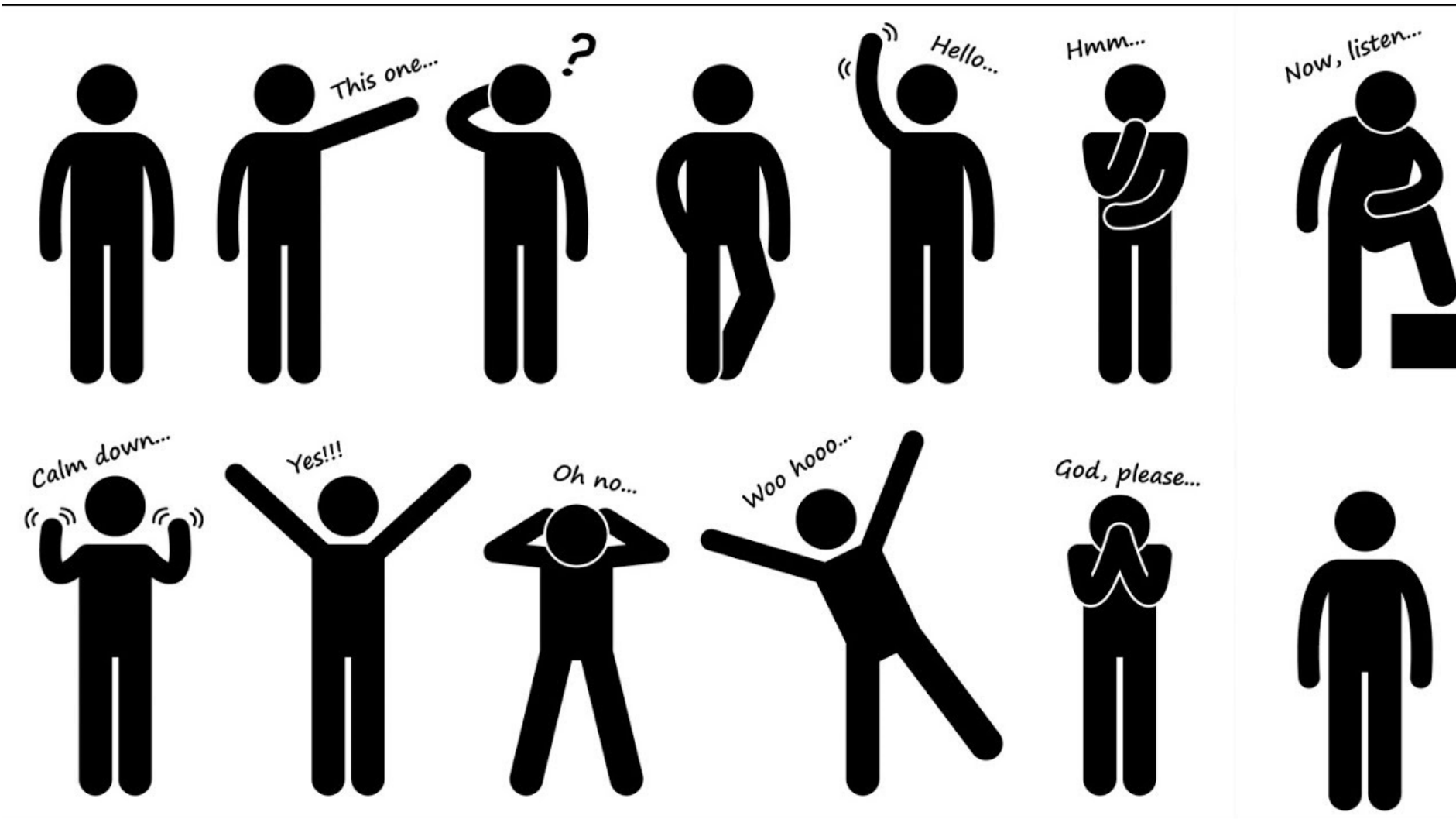
3. CLOTHING

- Clothes are the most noticeable thing about a person
- They make a powerful impression.



4. GESTURES

- Gestures include motions and movements made with the hand and body.



There are three common nervous, annoying gestures: The Lady Macbeth, Happy Pockets, and The Rocker. Performing any of these gestures within the first few seconds of your presentation will solidify a negative impression.

“The Lady Macbeth” involves wringing your hands together. The Lady Macbeth movement takes the focus off of the presenter’s content because the audience is busy looking at the distracting repeated motions.

“Happy Pockets”

For people who store their belongings in pockets,

“The Rocker” is the third and final distracting gesture. The Rocker isn’t a rockstar motion; this occurs when the presenter rocks back and forth (or side to side).

5. ENGAGEMENT

- Engagement is the most complex part of nonverbal communication and creating a grand first impression
- Engagement includes **eye contact**, **proxemics**, and **overcoming barriers**.
- (A presentation's proxemics refers to the proximity between a presenter and his or her audience. Proxemics as a whole is the study of the physical space around people and how they use that space to communicate with others.)

COMMON NONVERBAL MISTAKES MADE DURING JOB INTERVIEWS

67%



Fail to make eye contact

47%



Have little knowledge of the company

38%



Don't smile

33%



Have bad posture



In a survey of more than 2,000 hiring managers, **33%** claimed to know whether or not they would hire someone within 90 seconds.

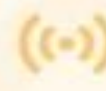
STATISTICS SHOW THAT FIRST IMPRESSIONS ARE DETERMINED BY:

55%



The way you dress, act, and walk through the door

38%




The quality of your voice, grammar, and confidence

7%




The words you choose to say

How to Make a Positive First Business Impression




Great First Impressions




Make Eye Contact




Actively Listen




Pay Attention




Speak Expressively



Read Body Cues



Sit or Stand Up Straight



Relax and Be Yourself