Creating A Lasting Impression

Personal Grooming &
Business Etiquette
The First Impression

- Created in the first 5 – 10 seconds of a meeting / conversation
- Give the impression that you are competent, knowledgeable and professional
- Appeal to the senses
- Remember, first impressions are the best impressions
• Clothes must not be too tight

• Necklines must not be plunging

• Nails, Hair – neat and well kept
Body Language

- Can reveal feelings
- Posture important
- Hands/Legs - avoid fidgeting
- Face – window to the soul
- Eye contact
- Smile
The moment a person speaks, he/she can be judged.

- Must sound sincere and confident.
- Pronunciation is important.
- Tone of voice.
- Loudness.
- Avoid using slang.
The Nose Knows

• ‘Success = 10% Inspiration + 90% Perspiration’
  – Thomas Edison

• Ensure that breath is fresh

• Smelly socks can be avoided by wearing clean socks everyday
The Handshake

- Most widely accepted form of first contact
- Should be firm not bone crushing
- Palm neither facing upward or downward
- Make eye contact and step into the handshake
• Do unto others as you would like them do to you

• Good manners

• Politeness

• Creates goodwill