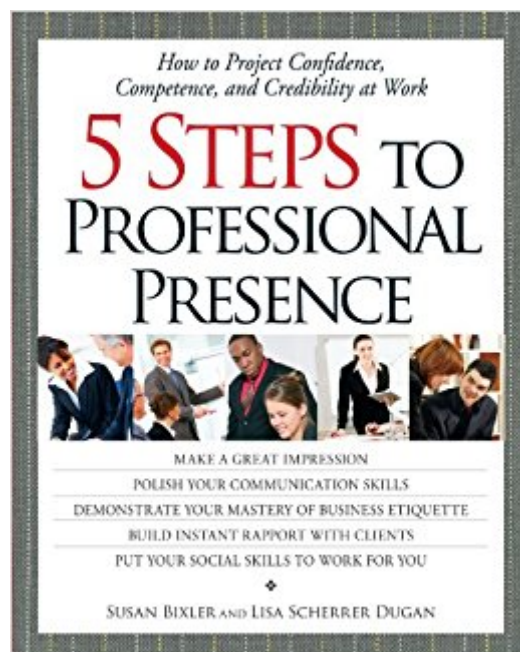




The book was found

# 5 Steps To Professional Presence: How To Project Confidence, Competence, And Credibility At Work



## Synopsis

Put Your Best Self Forward In a world where change is constant, building business relationships quickly is key. Professional presence can help you stand out in the crowd of e-mails, voicemails, business meetings, and social occasions. It offers a personal style that projects your competence, credibility, and confidence; whether you are in person or in cyberspace. 5 Steps to Professional Presence offers a proven system that has been used by over 1,500 corporations since 1980. Step One: Make a powerful first impression using the essential components that convey trust, rapport, and connection. Step Two: Use nonverbal communication to maintain the first impression and create a lasting one. Step Three: Master high tech communication; e-mail, voicemail, and wireless; where the first impression usually begins. Step Four: Avoid no-win business situations with grace and savvy. Step Five: Develop the social skills you need to make the most of corporate outings, business meals and parties, and networking events.

## Book Information

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## Customer Reviews

I bought this book in an effort to work on my professional presence at work this year. I found the book to be quite sexist and not helpful at all. I was literally waiting for every other sentence to be something like, "Females being the delicate creatures that they are require extra sensitivity and care when addressing them..." - something like that. It just wasn't helpful at all and I ended up not finishing it after a few chapters and donating it. There are definitely better options out there if you're looking for professional presence books.

I had to use this book for a GMU class while earning credit for my internship. There's a lot of really weird stuff in here- my husband looked over the book and thought a lot of it was useless information. Much of what this book covers only describes very specific companies. You're better off reading "How to Win Friends and Influence People" if you need advice on people skills or some blogs on workplace etiquette.

Some of it I found useful. Other bits not so much.

This is a staple for anyone who wants to brush up on professional skills or new to business. I read this book years ago, and decided it was the perfect guide for my team. We review what we have found interesting and follow up on how we have applied what we've learned.

This title is required for my business class in college, but it is a book which is worthy of a place in my library. It deserves a star for every step it describes in its professionally written text. I recommend it to anyone who is interested in developing a more professional presence; both in the workplace and at home. These steps are effective in any interpersonal relationship and they are simple to implement in our daily lives. - Don Wilkins

This book is awesome

Susan Bixler is president of the Bixler Consulting Group (formerly The Professional Image, Inc), an image-consulting, executive coaching, team building and leadership workshop firm that specializes in areas including nonverbal communication, wardrobe, social skills, networking and e-etiquette. The Atlanta-based company's clients include Ritz-Carlton Hotels, Deloitte & Touche, Merck, and MetLife. Bixler founded the firm in 1980, after the idea came to her while she was working as a regional sales director for Bonnie Bell Cosmetics. Lisa Scherrer Dugan is the vice president of Bixler Consulting Group. This book explains how to project confidence, competence, and credibility at work; how to make a great impression; polish your communication skills; demonstrate your mastery of business etiquette; build instant rapport with clients; put your social skills work for you.

Authors Bixler and Dugan do a nice job of taking the reader through a simple five step plan designed to maximize career success for anybody interested in climbing their company's ladder. The key seems to be conveying a sense of competency without posing a threat to upper management,

and without coming across as some creep who everyone avoids at any company function. It's interesting to note--- concepts that worked nearly 120 years ago are still quite relevant in today's high tech society---as each chapter begins with a quote from "Manners, Culture and Dress", published ten years before the start of the 20th Century, and less than 120 years after America declared its independence from the Mother Country. Or to put it in modern terms from one of my favorite movies---"Pulp Fiction"---personality (still) goes a long way. That's why dogs are considered to be nice pets, and pigs are filthy animals, with no upside career potential. This book cleverly guides the reader through the creative process known as charismatic competence. Don't go to work without reading about it, because your career is riding on it now, more than ever.

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