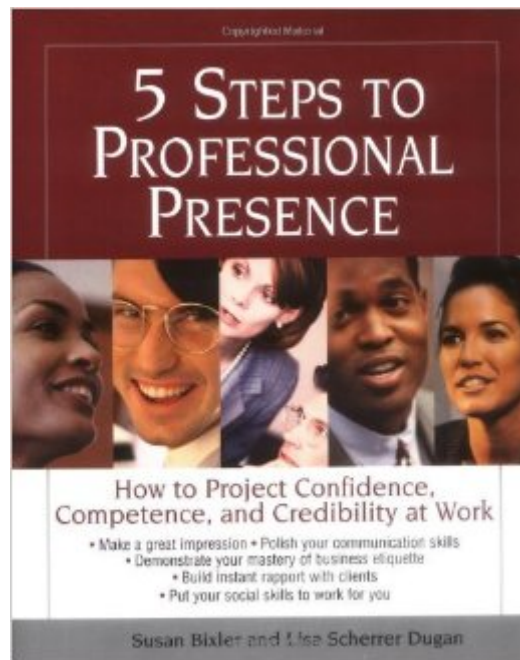


The book was found

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

Paperback: 272 pages

Publisher: Adams Media; 2 edition (November 1, 2000)

Language: English

ISBN-10: 1580624421

ISBN-13: 978-0749453862

Product Dimensions: 7.2 x 0.8 x 9.2 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars Â Â See all reviews Â (23 customer reviews)

Best Sellers Rank: #57,107 in Books (See Top 100 in Books) #29 in Â Books > Business & Money > Business Culture > Etiquette #86 in Â Books > Business & Money > Skills > Running Meetings & Presentations #321 in Â Books > Business & Money > Skills > Communications

Customer Reviews

While the book is called "Professional Presence," it should more properly be titled "Positive Professional Presence" because it provides advice on how not to be a jerk in your on the job interpersonal relationships (live and mechanical interaction with employees, bosses, clients). I bet everyone works with a couple people who are desperately in need a book like this. Others can probably still pick up a few tips. I don't think there's anything ground-breaking in here, or that can't be found in other books. But still, it's well organized, clearly written, up to date, and there's a good balance of straight-forward advice and illustrative anecdotes (which are reasonably entertaining).

This is probably a good choice if you haven't already bought other similar titles, but may be superfluous if you have.

I'm certainly NOT knocking this book, you'll find highly valuable info in here. BUT, it should have just been a revised version of "Professional Presence" (Which is out of print for some odd reason) since it's almost the exact same book! Even the first chapters have the exact same stories, with just some words changed here and there. So, if you already own "Professional Presence" there's really very little updated info to justify buying this book as well. It's just a restructured version, that's really all it is. For those being exposed to Susan Bixler's spot-on knowledge of presenting a professional presence, I have found NO OTHER expert who simplifies it as well as she does! This book WILL live up to it's title, provided you actually apply and immerse yourself into the material. I took one star away, only because it's a new title on virtually the same book.

This book starts with a self-examination. I like the opening quiz, because it turns this book from a simply good book into a valuable reference tool. By determining up front what your particular personal weaknesses or areas of concentration should be regarding professional presence, you can skip through chapters and find exactly what you need. It's enabling you to 'write your own prescription' with regard to professional presence. I especially liked the chapter on virtual presence, since our world is becoming increasingly e-based. As an Image Consultant, I often consult on verbal and non-verbal communication issues with individual clients and companies, and it's surprising how much of the 'high tech' in our world decreases the 'high touch'. It's also surprising how many people inadvertently violate what should be common sense rules with regard to phone presence, email and more. The chapter on business etiquette gives great basic knowledge, not the 'flavor of the day' in important situations like business travel and office romances. All in all, this book has a good blend of basic knowledge, updated rules for use in our e-world, and savvy advice from two people who definitely know what they are talking about. If you are working in a business of your own or in corporate America, this is a great reference book to add to your library. It will definitely help you identify areas of concern and make interaction with a coach or consultant more productive, as you can show them the results of the initial quiz and use that as a starting point for discussion. I'll continue to use this book in my coaching practice and with both individual and corporate clients. Great tool!

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.

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.

I am a partner in an accounting firm. We bought a copy of this book for every member of the firm and use it as a discussion aid. One morning each week our staff meets to discuss one chapter. The author has some unique insights and some just common sense concepts. Our staff appears to embrace the book as well. I recommend this for every serious business professional.

This book provides real gems for conducting one's self in a professional manner. It also manages to do it in a way that it is actually enjoyable to read. It pays special attention to gender roles and a woman's place in business. It was written by two female authors, so I guess that makes sense.

[Download to continue reading...](#)

5 Steps To Professional Presence: How to Project Confidence, Competence, and Credibility at Work
Global Supply Chains: Evaluating Regions on an EPIC Framework - Economy, Politics, Infrastructure, and Competence: "EPIC" Structure - Economy, Politics, Infrastructure, and Competence
Project Management Using Microsoft Project 2013: A Training and Reference Guide for Project Managers Using Standard, Professional, Server, Web Application and Project Online
Project Management: Secrets Successful Project Managers Know And What You Can Learn From Them: A Beginner's Guide To Project Management With Tips On Learning ... Project Management Body of Knowledge) Project Management: 26 Game-Changing Project Management Tools (Project Management, PMP, Project Management Body of Knowledge) Agile Project Management: Box Set - Agile Project Management QuickStart Guide & Agile Project Management Mastery (Agile Project Management, Agile Software Development, Agile Development, Scrum) Agile Project Management:

An Inclusive Walkthrough of Agile Project Management (Agile Project Management, Agile Software Development, Scrum, Project Management) Keep Talking German Audio Course - Ten Days to Confidence: Advanced beginner's guide to speaking and understanding with confidence (Teach Yourself: Keep Talking) Calculate with Confidence, 6e (Morris, Calculate with Confidence) Calculate with Confidence, 5e (Morris, Calculate with Confidence) Interviewing: BONUS INCLUDED! 37 Ways to Have Unstoppable Confidence in Your Interview! (BONUS INCLUDED! 37 Ways to Have Unstoppable Confidence in Your Interview! GET THE JOB YOU DESERVE!) (Volume 1) Actuarial Modelling of Claim Counts: Risk Classification, Credibility and Bonus-Malus Systems Authority Content: The Simple System for Building Your Brand, Sales, and Credibility From Zero to Superhero in 90 days: A Proven Strategy for Coaches to Create a Responsive List of Thousands and Get Instant Credibility, Clients & Cash! Seeing the Big Picture: Business Acumen to Build Your Credibility, Career, and Company Email Marketing: Tips And Tricks To Increase Credibility Project Management: A Quick Start Beginner's Guide For The Serious Project Manager To Managing Any Project Easily Agile Project Management: QuickStart Guide - The Simplified Beginners Guide To Agile Project Management (Agile Project Management, Agile Software Development, Agile Development, Scrum) Agile Project Management: & Scrum Box Set - Agile Project Management QuickStart Guide & Scrum QuickStart Guide (Agile Project Management, Agile Software ... Scrum, Scrum Agile, Scrum Master) Agile Project Management: For Beginners - A Brief Introduction to Learning the Basics of Agile Project Management (Agile Project Management, Agile Software Development, Scrum)

[Dmca](#)