



5 Steps To Professional Presence: How to Project Confidence, Competence, and Credibility at Work

Susan Bixler, Lisa Scherrer Dugan

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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.*

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