

**Professional Presence Workshop
Notes
The Center for Creative Learning
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Professional Presence HR Perspective

By Kathy Schaftlein, Center for Creative Leadership

- A "talent management" and hiring manager POV
- What is it?
 - Image of respect to authority
 - How you deal with people, behavior
 - Professional role aspect (giving off that you are where you need to be)
 - Situational appearance
 - Appearance, how you treat others (behavior), exhibit this every day!
 - The impression you give off at all times
- Employment Life Cycle
 - Entry/New Hire
 - In Role(s)
 - Exit
 - What happens throughout your time at a job
- Selection Criteria
 - Key competencies/skills for the role
 - Fit with the company culture and group
 - What type of environment? Team, solo, hierarchical relationship
 - You want people who have the similar attitudes
 - Performance issues are usually caused by a bad fit
 - **ASK QUESTIONS ABOUT COMPANY CULTURE AND ENVIRONMENT!**
 - You have the job description laid out and be clear about what you're looking for in an employee
- What is the first impression you present to an employer?
 - Cover letter and resume
- Candidate "Presence"
 - Resumes
 - Interviews
 - Phone
 - Face to face
 - Background checks
- What is the purpose of a resume?
 - Show off your skills and experiences
 - **They MUST meet the needs of the organization**
- Resumes
 - Clear and concise
 - Check format if submitting online
 - Accomplishments/results
 - Give numbers to back up what you accomplished!
 - Make sure your jargon fits the new employer
 - If you redesigned something, talk about it and make it clear what you did differently
 - Watch usage of acronyms

- Relevant to the job for which you are applying
- Accurate data
 - It will be checked!
 - Don't lie!
- Spell check and grammar, please!
- Craft your resume for each specific employer: **USE KEYWORDS!**
- Each resume only gets 20 seconds max to be glanced at
- Cover letter
 - How do your qualifications fit for this position
 - She looks at the cover letter second
 - Gives the employer a chance to see how you write
 - Resume + interaction + cover letter: **looking for consistency**
- Interviews
 - Appearance or phone presence
 - If you pre-arranged the phone interview, make sure the background noise is QUIET!
 - If something happens, reschedule
 - Everything is telling a story about the applicant
 - Demonstrate you did your homework
 - You need to be able to talk about the role you're applying for
 - Show that you are interested in the job and organization
 - What is your goal in obtaining this role?
 - How does this fit into your career path?
 - What are you interested in?
 - Show interest in the organization and the role
 - **ASK QUESTIONS!**
 - You want to make sure this is the right role for *you*
 - Ask them what it's like to work for the employer
 - Post interview follow-up
 - Send a thank you email
 - Lets the hiring manager know that the applicant followed up and that you're *really interested*
 - Just a few lines
 - Add something that you might have forgotten to bring up about yourself
 - Maybe something you too chatted about personally
 - If multiple people, send to HR person (or ask who to send it to)
 - Mention the other people you met
- Background checks
 - Will your past behavior haunt you?
 - Checks your job history, education, criminal
 - References--what would they say?
 - Will they respond to calls?
 - Do you know what they'll say about you?
 - Former employers
 - Date you were there
 - Position held
 - Potential employer tries to get the former employer to talk about you
 - "What is one thing that could have made this employee stronger?"
 - Online presence --Does it help or hinder you?

- Facebook/Twitter/MySpace
- LinkedIn
 - **Need to be on here**
- Six degrees of separation
 - Whoever you are friends with affects your presence
- Remove LG references from blog!
- In Role -- On the Job Presence
 - Describe a colleague who you valued the most. Who would you always say you wanted to work with?
 - Supportive, honest, organized, dependable, pulls their own weight, fun, straight forward about problems as well as suggesting solutions
 - If you manage--describe the employee you valued the most and why
- Keys for Success (what employers look for!)
 - Building and managing relationships
 - Influence others for good
 - Managing change
 - Can you handle additional work load?
 - Problem solving -- solution seeker
 - No whining aloud!
 - When an issue is identified, are they already thinking about how to solve it?
 - Demonstrating initiative
 - You don't want the employer to have to tell you what to do
 - Accountability/dependability
 - Do they take ownership for their work
 - Do they get done what they say they will get done when they say it'll be done?
 - Learning agility
 - Learn quickly!
 - In a bad economy, you often have to take on another role
 - Can you some job security
 - Learning new skills makes you more valuable
 - Innovation/creativity
 - Can you look at things a bit differently?
 - Do you have creative ideas?
 - Multiple roles/tasks
- Moving ahead
 - Know your career goals
 - What are your interests
 - What are your key skills
 - Take on more responsibility in your current role
 - Network
 - Have internal and external networks
 - Informational interviews
 - Do this before a position ever opens
 - Act and look the part for the next role
 - If you want to get a higher role, look at the person already in that role and try to dress similar and take on similar jobs
 - Build your professional reputation
 - What will other people say about you?

- It is critical to know what they'll say about you now!
 - Ask for feedback
- Leaving/exit strategy
 - What legacy do you want to leave?
 - Current employers = future references
 - Leaving a positive lasting impression

Professional Image: What your clothing says about you

By Mary Lane

- Professional Presence
 - Encompasses
 - Attitude
 - Dress
 - Appearance
 - Demeanor
 - Posture
 - Conduct
 - Verbal Skills
 - Conveys
 - Professional skills
 - Ability
 - Trust
 - Knowledge
 - Leadership
 - Confidence
 - Success
- Look up the book, The Tipping Point
 - You only have 30 seconds to make an impression
- You can often look at a person and have a good idea about them
- During an interview
 - Your clothes play a supporting role
 - Take the process seriously
 - A compliment to the person you meet
 - They took the time to meet you, so dress in your best!
 - Understand the nature of the industry
 - Customer contact and image presented to the customer are critical
 - Basic professional attire does not change with fashion -- no extremes
 - Appropriate and well-fitting ---not center stage
 - Not a social event! Do not worry about changes in fashion
- Best choice for a woman: a two-piece matched suit
 - Conservative color (navy, gray, black--best for women)
 - Solids and subtle weaves
 - Wool and wool blends (quality micro-fiber for women)
 - Cost and quality
 - Buy them at the end of the season
 - Look for something that you can wear for 2-4 years
 - Clean, pressed, coordinated
 - Wanna look sharp and comfortable

- Conservative jewelry, make-up, and little or no perfume
- Polished shoes
- Best choice for man
 - Not black--too threatening
 - Dark gray or navy best
 - Wool and wool blends
 - Clean, pressed, coordinated
 - Wanna look sharp and comfortable
 - Conservative ties
 - Long-sleeved shirts--white, light blue, or conservative stripes
 - Dark socks mid-calf
 - Shoes polished
- A Powerful Business Tool: Your image
 - Goals
 - Enhance the library or information center image
 - Gain personal recognition or promotion
 - Empower yourself
 - Reflect the corporate or academic culture
 - 3 basic styles for business clothing
 - Traditional or formal business attire
 - 3 piece suit
 - General business attire
 - Jacket/sweater or pants
 - Creased pants
 - Tailored shirts
 - Business casual not weekend casual
- "Dress gives on the outward sign from which people can judge the inward state of mind. One they can see, one they cannot." ~Queen Elizabeth II
- Look the part
 - Intelligent
 - Resourceful
 - Authoritative
 - Can easily manage and inspire other people
 - Capable of handling any business situation
 - Sherry Maysonave (http://casualpower.com/business_casual_tips/biz_presence.html)
 - Attire: all aspects and pieces
 - Hair: style, color, condition, length
 - Grooming: overall cleanliness and personal presentation
 - Posture: confidence in the way you hold yourself
 - Demeanor: Mannersims
 - Etiquette
- Inspire Trust
 - Grooming
 - Clothing and accessories
 - Ideal: Condezzela Rice
 - Smile (even just your mouth open a little bit)
- Dress one step up
 - "Dress for the position you want not the one you have."

- If the business or academic culture is casual, dress in general business style
- Always dress in a neat, clean, and respectable manner
 - Don't EVER look sloppy
 - Look sharp and crisp
- Power colors
 - Rich, dark tones of black, blue, green, red, and brown
 - Make you look most powerful
 - Black and navy reflect an air of authority
 - Blue tones affects perception of trust
- "Style is synonymous with appropriate" ~ Bill Blass
 - General business attire
 - Men
 - Tie
 - Dressed suit
 - Tailored suit coat
 - Dress trousers
 - Women
 - Tailored pantsuits
 - Businesslike dresses
 - Coordinated dressy separates
 - A jacket
- Business Casual
 - Not weekend casual
 - Classic or middle-ground trendy
 - Well groomed
 - No cleavage or other inappropriate exposed body parts
 - Plunging neckline make men uncomfortable
 - They don't know where to look
 - No visible body piercings or tattoos
 - Crisp, neat, appropriate
 - Appropriate footwear
 - Not sandals, flip flops, wear socks!
 - Conservative accessories
- According to Bloomberg
 - Top 5 fashion faux pas
 - Hooker earrings
 - Chest plumes--chest hair
 - Exposed bra straps
 - Tattoos
 - Toes
 - Piercings
- Not trendy, not extreme, not sexy
- Professional image
 - Empower yourself and your department
 - Choose an outfit that speaks for you and use it to your advantage
 - Does the work for you!
 - Have fun with your clothing

- Only wear clothing that makes you feel good regardless of whether it's business casual, general business, or business formal
- When giving a presentation
 - Wear a suit!
- Your attitude, demeanor, conduct, dress, and appearance reflect who you are and what you represent
- Appropriate clothing will reflect your professional ability, knowledge, and success
- Super trendy clothes shows that you're insecure
 - You're trying to be "in"
- If you feel good, feel confident, sharp, you will *be*
- If you work from home or answer a phone interview, dress in your suit
- 20 years ago, statistically, the tallest man in the navy blue suit often got the job
- Go for the conservative look when hiring a person
 - If they work in the back and no one will ever see them, you can have them dress the way they want
 - You'll not only hiring a person for a role but for the organization
 - Companies can go too far making demands on appearance
 - You might overlook the best person because you're judging only by color
 - **Also be aware of regional differences in what is acceptable!**
- Be aware of your accent

Resumes and Cover Letters

By Mary Krautter

- Just because you've got a job, doesn't mean your resume and cover letter days are behind you!
 - Always need to keep your information up to date
- General Tips with Job Ads
 - Apply only for jobs if you meet all or a very high percentage of the required qualifications
 - If you meet someone of the preferred qualifications, consider applying
 - Look for keywords, phrases, and sentences emphasizing the employers' major strengths, initiatives, etc.
 - Do these match your interests and strengths?
 - Consider the community or institution climate--will you be a good fit?
- Appearance
 - Deans dress in suits, Department heads often want to look like faculty
- And what's not in the ad!
 - Go to the instruction website and look at the organizational structure and other information
 - Check the local newspaper online -- particularly if there are recent stories about budgets
 - You can find out about the culture this way!
 - Don't apply to places where the local community is not your cup of tea!
- What qualities do I have?
 - How much library experience? Kinds (reference, catalog, etc.)
 - Teaching and presentations?
 - Technology skills?
 - Personality traits
 - Demonstrated leadership
 - Positive attitude, enthusiasm
 - Communication skills
 - How much managerial experience?

- Transferable skills include supervising people, budgeting, project management, training, coordinating, organizing
- General tips for potential contacts
 - If you are currently employed, be cautious about job hunting activities using work phone or email
 - Make sure your contact information is current and accurate
 - Your phone greeting message should be professional. Check messages frequently
 - If you're giving a home phone as your contact, be sure that anyone answering the phone will be courteous and will take messages accurately
 - Use a professional email address
- General tips for Documents
 - Spelling, punctuation, and grammar are important in ALL documents
 - Careless mistakes on a resume are a very negative signal to a potential employer
 - Have someone else proofread
 - Avoid long strings of capital letters for addresses, emails
 - Avoid acronyms or jargon that might not be familiar
 - Spell it out the first time
- Tips on preparing a resume or CV
 - Objectives--often used, but rarely effective
 - Work experience
 - Concentrate on skills and accomplishments --avoid list of duties
 - Indicate the kinds of businesses you worked for and how they benefitted from your skills and talents
 - Show duties/skills/accomplishments that will translate to libraries and appeal to library employers
 - Use action verbs!
 - In indicating computer expertise, specify the program and how it was used
 - Eliminate clerical-sounding items and focus on duties that involved more responsibility
 - Mention any supervisory experience or team work
 - For each job, put the most library-relevant items or those duties that are most complex/responsible/etc. first in the job description
 - List the most recent positions held plus any earlier ones that relate to librarianship. Omit irrelevant positions
 - In most cases, omit volunteer work unless it is library-related
 - In describing duties, for past jobs use tense verbs. For current jobs, use present tense verbs
 - Don't include hobbies
- **Two pages is too short for academic careers usually!**
- Go beyond a list of duties
 - Branch manager, Anytown Public Library. January 2005-November 2009
 - Supervised branch library with 5 full-time employees **BAD**
 - Add your accomplishments in a position
 - Under my supervision, annual circulation increased xx to xx
 - **USE DETAILS**
- Tips for preparing a cover letter
 - Consider leading with an opening sentence that is a little different. Ex: "I am excited about the possibility of using my reference skills ..."
 - Convey a sense of enthusiasm and confidence, don't brag
 - Shouldn't repeat resume

- Expand the resume
- Begin each paragraph with a topic sentence
- Avoid long lists of accomplishments
- The order of the paragraphs should somewhat reflect the order of requirements in the ad
- Emphasize what you learned from work experience and how it connects to listed job responsibilities
- Look at web pages that tie your expertise to services or resources available in the advertiser's library
- Most job ads specify good communication skills, especially if teaching is involved. The cover letter will illustrate your writing skills; the text should mention your oral skills
- If appropriate mention why you are interested in moving to somewhere new
- Read the finished letter out loud to catch obvious errors
- If there is gaps in time, vaguely describe why (family situation, raise children, etc.)
- Useful websites
 - ARL Career Resources
 - www.arl.org/resources/careers.index.shtml
 - Library Job Postings
 - www.libraryjobpostings.org
 - LISJobs --detailed advice on all aspects of the job search process
 - www.lisjobs.com
 - State Library posts job
 - Print ads are going out of style!

Professional Presence

By Mike Crumpton

- What is professional presence
 - Personal
 - Situational
 - Depends on the organization
 - Ever-changing
 - Presence with performance
 - Emotional strength
 - Effective communication
 - **Building relationships**
 - The most important!
- Energy
 - Physical
 - Getting involved
 - Intellectual
 - Being innovative and a problem solver
 - Emotional
 - Attitude
 - Keep your emotions in check
- Hard work alone doesn't guarantee success
 - Network, teamwork, build relationships and partnerships
- Non-verbal signs
 - Dress
 - Proper for position

- Suited for institution
 - Appropriate for environment
 - Don't pay full-price
- Grooming
 - Back-up supplies
 - Have a little case of deodorant, toothpaste, etc. in case you forget to do something
 - Looking in the mirror
 - Check your appearance before you get there
- Body language
 - Open
 - Structured -- be proactive about being open
- Virtual presence
 - Technology
 - Social networks
 - Voice mail
 - Listen to your greeting to see how you are projecting yourself
 - Email
 - Human moments
 - Blogging
 - Hiring managers need to know that younger people are "hip" to technology
- What your email says about you!
 - Quality speaks to your professionalism, credibility and communication skills
 - Positive
 - Good grammar
 - Spelling, sentence structure
 - How would you self assess your email skills?
 - Is it a barrier or a support?
 - Is reading as important as listening?
 - Does email help or hurt emotional communication?
- Email etiquette
 - Be clear with subject headings
 - What response/reaction are you expecting?
 - Use attachments effectively
 - Watch for "reply all" and "forward"
 - Use greetings and closing
 - Watch space and layout concerns
 - Don't shout! (all caps)
 - Check for spelling, don't text
 - Don't send email when mad!
- Virtual Presence
 - Is important to appearance
- Bixler's 5 Steps
 - Recognize power of personal presence
 - Be responsible for what you project online
 - Establish effective non-verbal communication
 - Create your virtual presence
 - Don't leave it to chance

- If you're not going to maintain something, get rid of it
 - Understand business etiquette
 - Don't complain about your work online
 - Develop social savvy
 - Listen and pay attention to what's going on around you
- Lions Don't Need to Roar
 - Stand out
 - Make an impact!
 - Fit in
 - Learn to relate
 - Move ahead
 - Self realization
 - This book helps build a foundation of confidence!
 - Get others involved by asking them your appearance
- Spine or Face-out (How you appear to others!)
 - Appearance
 - Draw attention
 - Interesting
 - Your overall package
 - Blends with others
 - Unique but not distracting
 - Investment
 - Invest in yourself
 - Buy a new piece of clothing with each paycheck and overtime you'll build up a wardrobe
- Basics of Emotional Intelligence are:
 - Knowing your feelings when making decisions
 - Managing your emotional life without being overwhelmed or side-tracked
 - Persisting in the face of setbacks to continue your pursuit of goals
 - Empathy --being able to read other people's emotions
 - Handling relationships with skill and harmony
 - It's not your skills but your choices that determine who you are!
- Skills that form emotional intelligence
 - Self-awareness
 - Ability to perceive your own emotions in the moment
 - Understanding your tendencies across situations (make sense of your emotions)
 - Must be willing to tolerate the discomfort of negative feelings
 - Emotions serve a purpose, why -- where
 - Self-regulation (management)
 - What happens when you act or do not act
 - Social skills
 - Ability to read others
 - Recognize their feelings even if they differ from your's
 - Be aware of others' emotional changes
 - Relationship skills
 - Manage interactions successfully once you recognize others' emotions
 - Insures clear communication
- It's a new world!

- Cultural diversity
 - Are you aware of your own cultural diversity?
 - What visual images, sounds, verbal, non-verbal and written communication identify diversity?
 - What are your prejudices?
- Where is your comfort level with dealing with diverse groups?
- Can you build diverse relationships?
- How does your presence fit into a casual world?
- Recognize when someone needs to be approached in a way that is more suitable for their learning and communication style?
- Professional Sensitivity
 - Culture
 - Age
 - Religion
 - Gender
 - Ancestry
 - Language
 - Disability
 - Political
 - Race
- What about job hunting?
 - 1 in 5 of recruiters look you up at social networking
 - 77% use search engines to research applications
 - 59% of hiring managers are influenced by your online reputation
 - 53% of American adults use search engines to find information about each other
 - **Google Yourself**
 - Plus look at the image search
 - Know what is out there about yourself and manage it.
 - Check your favorite lists on Youtube, Deviantart, etc. to make sure that it doesn't show up.
- Books:
 - Lions don't need to roar by D.A. Benton
 - www.eiconsortium.org
 - 5 Steps to Professional Presence by Susan Bixler and Lisa Scherver Dugan
 - Social Intelligence by Daniel Goleman