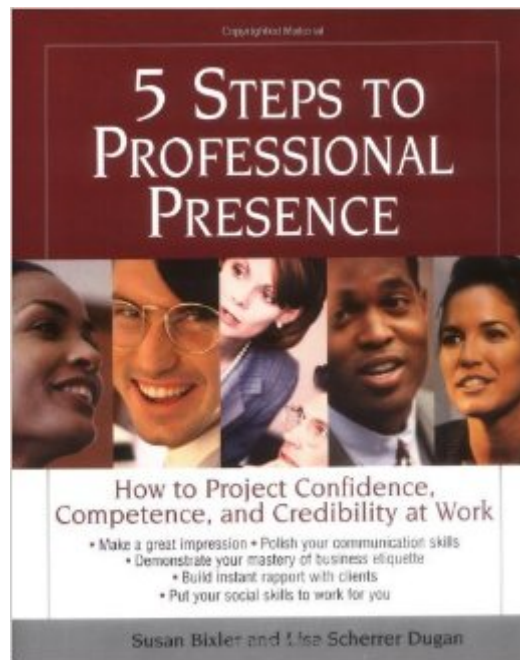# 5 Steps To Professional Presence: How To Project Confidence, Competence, And Credibility At Work

Synopsis

Put Your Best Self ForwardIn 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

While the book is called "Professional Presence," it should more properly be titles "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 Presense" (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 materiel. I took one star away, only becuase 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 definately 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 definately 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.

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