

Module 7
Section 2

PRESENTING YOURSELF & SECRETS TO SUCCESS

You get one chance to make a
good first impression.

IN THIS SECTION YOU WILL:

Learn about the importance of first impressions.

Understand that a clean and confident appearance can help you succeed.

Discover that presenting yourself in a positive way is just as important on the job as in an interview.

Find out the importance of having good relationships at work and the value of networking.

PRESENTING YOURSELF & SECRETS TO SUCCESS

Have you ever thought about how important it is to make a good first impression? When you're looking for a job, it's really important to show people that you're a good person to work with. This means being professional, both in your interview and once you get the job.

The Interview: Your First Chance to Shine

When you go for a job interview, you want to make sure you look and act like someone who's ready to work. First, you need to dress properly. If you're not sure what to wear, it's always better to dress a little nicer than you think you need to. For jobs that are in business offices, a nice suit is usually a good choice for a job interview. You can also check what kind of clothes people wear on the job at the company you are applying to work. Then dress a little bit nicer for the interview, than what you would wear to work

It's also important to be clean and neat. Make sure your hair is combed, your nails are clean, and you don't have too much makeup or jewelry, or too much perfume or cologne.

Next, think about how you act. Stand up straight, shake hands firmly, and look people in the eye. These things show

that you're confident and respectful. When you listen to someone, nod your head and show that you're paying attention. Don't cross your arms or slouch, because that can make you look bored or uncomfortable.

You may not feel confident or enthusiastic, but your feelings do not need to control how you act. Think of how someone who is confident or enthusiastic acts. Then try to act in the same way. The more we practice being how we'd like to become or how we want to present ourselves, the more we take on those qualities. It may feel phony or awkward at first but keep practicing and it will get easier.



Finally, talk clearly and calmly. Don't use too many "um" or "like" words. Be enthusiastic about the job and the company. A positive attitude can really make a difference.

On the Job: Keeping Up the Good Work

Once you get the job, it's important to keep up the good work. Even though you're not going for an interview anymore, you still need to dress professionally. Follow the company's dress code and make sure your clothes are clean and in good condition.

Always be polite and respectful to everyone you work with, from your boss to your coworkers. Talk to people clearly and kindly, both in person and in emails. When you give or receive feedback, be honest and helpful.

It's also important to be reliable and on time. Show up for work on time and meet your deadlines. Be willing to help your coworkers and take on new challenges.

Having a good attitude and showing enthusiasm is another good way to present yourself in a positive way. Pay attention to the work (and don't get distracted by your phone or other things). Keeping a positive attitude and not grumbling or talking badly about other co-workers will help others see you as a great person to work with and have as an employee.

Building Relationships and Growing Your Career

Getting along with your coworkers is important. Be friendly and helpful. Work

together as a team and be willing to share your ideas.

Don't be afraid to talk to people outside of your company, too. Networking can help you learn new things and meet people who might be able to help you in your career.

By following these tips, you can make a great impression in your interviews and at work. This will help you get the job you want and have a successful career!

Key points to remember:

- Be neat and clean for an interview.
- Wear clothes that are a little nicer for the interview than what is required on the job.
- Act confident and respectful (firm handshake, eye contact, and no slouching).
- Speak clearly.
- Be enthusiastic and have a positive attitude in the interview and on the job.
- Be polite and respectful to your boss and co-workers.
- Be on time for work and focus on the job.
- Build good relationships with your co-workers and people outside your job who could help you in your career.

Arnie's Story of Success

Arnold Johnson is the father of Vicky Kinney, founder of My Neighbor to Love Coalition. His story tells how he was able to build his business, Universal Pensions, to 525 employees and Universal Printing to 110 employees - even though he had a challenging start.

Arnie was a high school graduate and says he graduated in the bottom half of his class, barely squeaking through. It wasn't a good beginning for him. After that he went into the army for two years. Back then he knew if he didn't go, he would end up getting drafted, so decided to get that out of the way.

When he got out of the army, he married his wife JoAnn (they have been married since 1959). Arnie worked with a chainsaw as a lumberjack and then worked in the iron mines. After working part time in sales while still at the mines, Arnie realized his dream was to be in sales full time. He took the chance and eventually one step at a time, Arnie started his own businesses, and they grew to be very successful.

Arnie learned many things that helped him succeed. Here are a few things he learned on presenting yourself:

Dress nicely.

When it comes to presenting yourself well, he understood the importance of dressing appropriately for the situation. People will often treat those who take care of their appearance, better than others who do not.

Have a strong handshake.

Introducing yourself with confidence is another bit of advice from Arnie, especially in an interview. He stresses that it is so important to have a firm, strong handshake. He suggests squeezing a little tighter than you think you should. He went so far to have a class for all 6 of his grandsons, to teach them how to shake hands. Arnie adds that you should also look the other person in the eye.

Be on time.

Arnie also believes that going the extra mile helps you succeed. He suggests arriving for work a half hour before your shift starts and staying a half hour after. It shows you are willing to work hard and put in the extra time.

Be positive and enthusiastic.

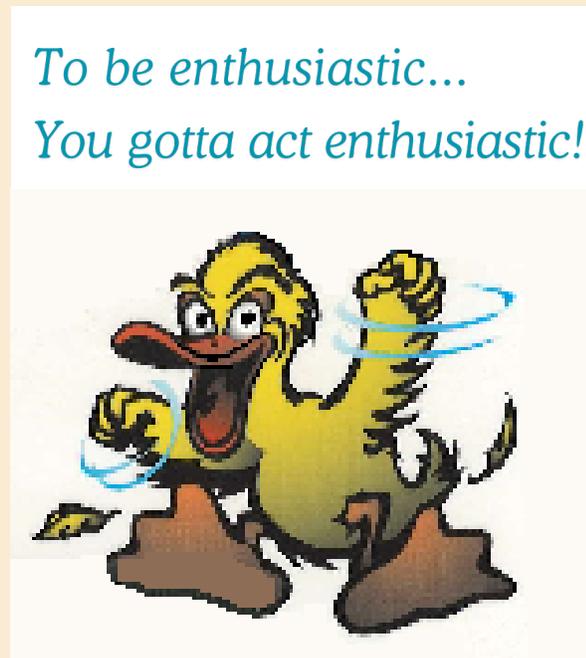
You need to be polite and respectful during an interview and with other co-workers when you get the job. Being positive and enthusiastic about the job you are applying for is very important.

Enthusiasm became an extremely important value of Arnie's. When he was working part time in his sales job, he got a card in the mail with a crazy looking duck jumping up and down on it with the words that said, "To be enthusiastic, you gotta act enthusiastic!"

He practiced being enthusiastic in his sales job and often his customers would tell him, they weren't exactly sure what he was selling (life insurance/ retirement accounts), but because he was so

enthusiastic about it, they were going to buy.

Later, once he built his businesses, every employee was given a copy of that card with the duck to put on their desks.



People who inspired Arnie.

Arnie learned from others and applied their wisdom to his own life. One of these people he respected highly and calls him one of the greatest entrepreneurs of all time - a man named Curt Carlson. Curt created Gold Bond Stamps (an idea to use stamps to turn in to win prizes when buying groceries) in Minneapolis. While he was promoting his stamps, his wife would dress in a band uniform and beat on a bass drum to draw attention. Later Curt built the Radison Hotel chain and Country Kitchen restaurants, along with other businesses.

One thing that Curt Carlson used to say that really impressed Arnie was this:

"Obstacles are those frightening things when you take your eye off the target."

Dreams.

Arnie believes in the importance of dreams. He used to get offended when his friends called him a dreamer. But then he realized that dreams are good to have. People can have many different kinds of dreams. Sometimes one will stand out above the rest. He says that when you can really see that dream, it starts to turn into a goal.

Arnie quotes another person - a Nobel prize-winning play writer born in 1856 named George Bernard Shaw:

You see things; you say, 'Why?' But I dream things that never were; and I say 'Why not?'

He worked part time selling retirement plans while he still worked in the mines. His manager wanted him to go into sales full time and quit the mine. Arnie wasn't sure that was a good idea being he had a family to support. His manager asked him what's the worst that could happen? If he wasn't successful, he could still work his job in the mines.

He told his manager that he would be willing to work alongside him for one week during his vacation from the mine. The 2nd week he'd work on his own and if he didn't make any sales, he'd quit and go back to the mines. After two weeks, Arnie didn't make any sales, but he could see his dream. So, he quit his job at the mine and took a chance at sales full time. An author that also influenced Arnie was Dr. Maxwell Maltz, author of "Psycho Cybernetics". In this book, there was one chapter that Arnie really liked. It taught him:

"How to take a crisis and turn it into a creative opportunity."

When Arnie was developing his IRA business, he didn't have much money. He had an idea to make brochures to place in banks. He sold the idea to a banker and convinced him to give money for them up front. When the brochures were printed, there was a problem. The insides of the brochures were accidentally printed upside down. The printers offered to make them again but what could they do with the thousands of brochures that were printed wrong?

Arnie had an idea and went to the first banker he was working with. When the banker noticed the inside of the brochure was printed upside down, Arnie convinced him it was on purpose. He said most people don't pay attention to brochures, but when they have to turn

them around, it gets their attention. He sold every one of them to every bank he approached. That's one of the many ways he turned a crisis into a creative opportunity.

Arnie's own saying.

After being interviewed on the radio for being honored as the Minnesota Small Business Owner of the Year, one of Arnie's officers, Gene, said, "What you just said is you". Arnie responded, "What's did I say?". Gene told him that what he had just said was his life motto. Arnie hadn't realized it, but it was true. He also had a saying that he often repeats, and it is the advice he wants to pass on to others:

"I don't let obstacles get in my way.
I'll either go around them...
over them...
or through them!"

Even as an 87-year-old man, Arnie still comes into his office at least twice a week. He continues to encourage others. Arnie's advice is, "Pay attention to your dreams. Study them. And every once in a while, take one of those dreams and turn it into a goal."

DISCUSSION QUESTIONS

1

What are three things you should do to make a good first impression at a job interview and why?

2

What does it mean to be a good team player at work? Discuss the qualities of people you have experienced that were team players.

3

Why is it important to be honest and helpful when giving feedback to your coworkers?

4

Why is it important to be on time for work? Discuss the benefits and challenges of arriving early and leaving late.

5

Why is it important to be positive and enthusiastic in an interview and on the job? How can these qualities help you succeed?

6

Why is a strong handshake important? What impression do you think it leaves with a potential employer?

7

When hearing or reading about Arnie's story, what quotes stood out to you the most?

8

What dreams do you have that you may want to turn into goals? What is stopping you?