



Institute
and Faculty
of Actuaries

Increasing your 'Oomph factor'

How to stand out from the crowd

Sarah Setterfield



5th December 2013




Personal Presence

Capitalising on your visibility

Early in your career...

Build Your Credibility

trust

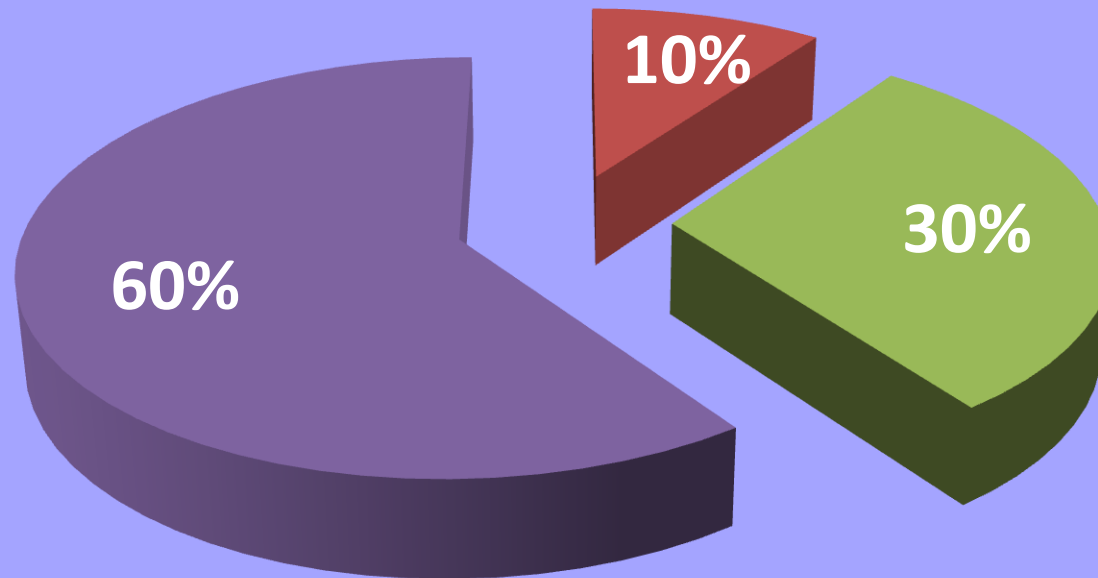


Is your potential visible?

Are you maximising your Oomph factor?



Factors Affecting Career Progression



■ Doing the job ■ Attitude & Behaviour ■ Visibility & Exposure

P.I.E.

A Formula for Success

Performance

- **PERFORM** exceptionally well

Image

- Cultivate the right **IMAGE**

Exposure

- Manage your **EXPOSURE** so the right people will know you

Your potential success could rely on...

10% Ability

90% ~~Visibility~~

Oomph!

STEREOTYPING...we just can't help it



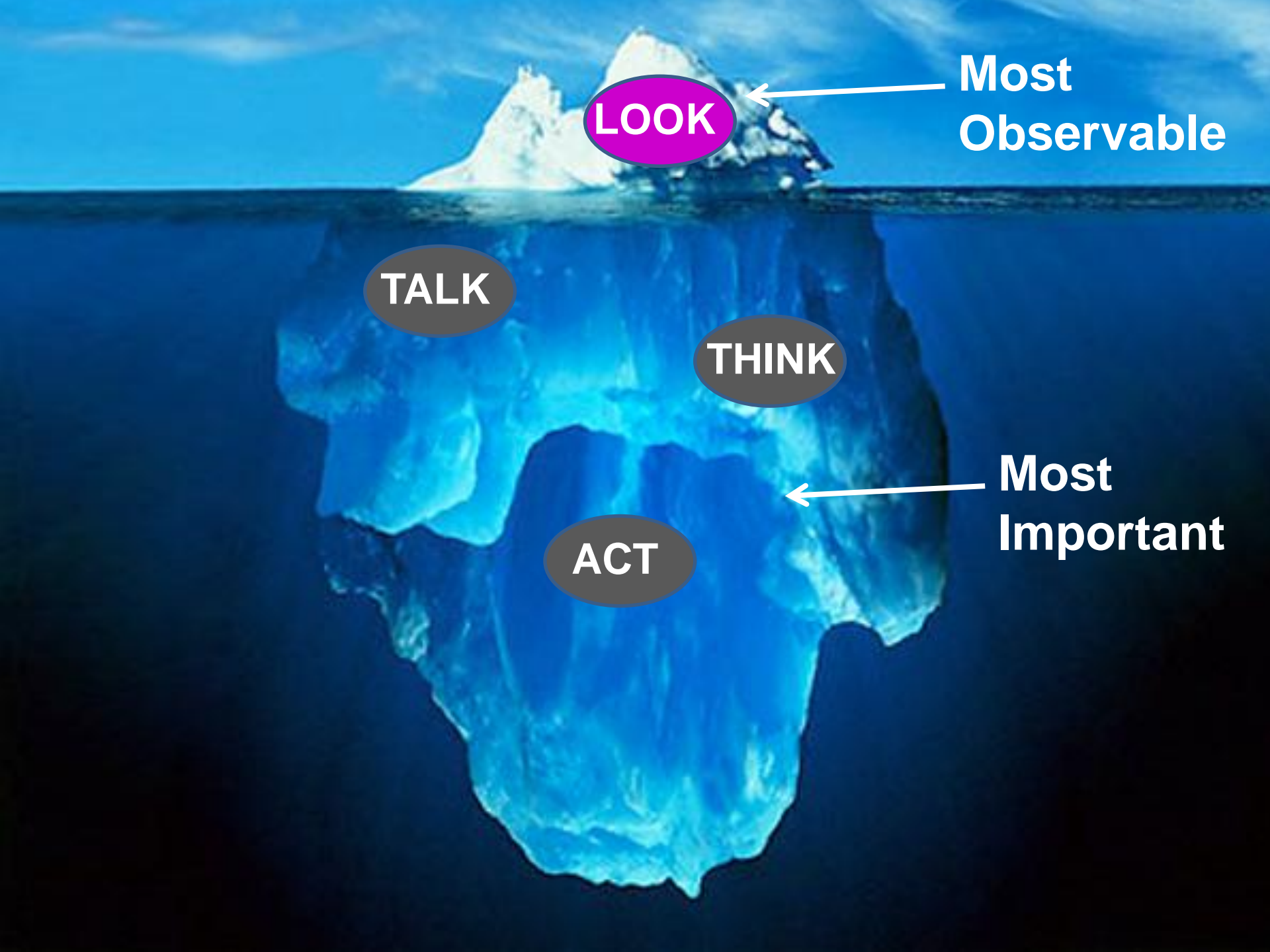




— It's all about risk

Knowing how you make people feel is critical to your success. Do people see your potential or do they consider you a risk?





LOOK


**Most
Observable**

TALK

THINK

ACT

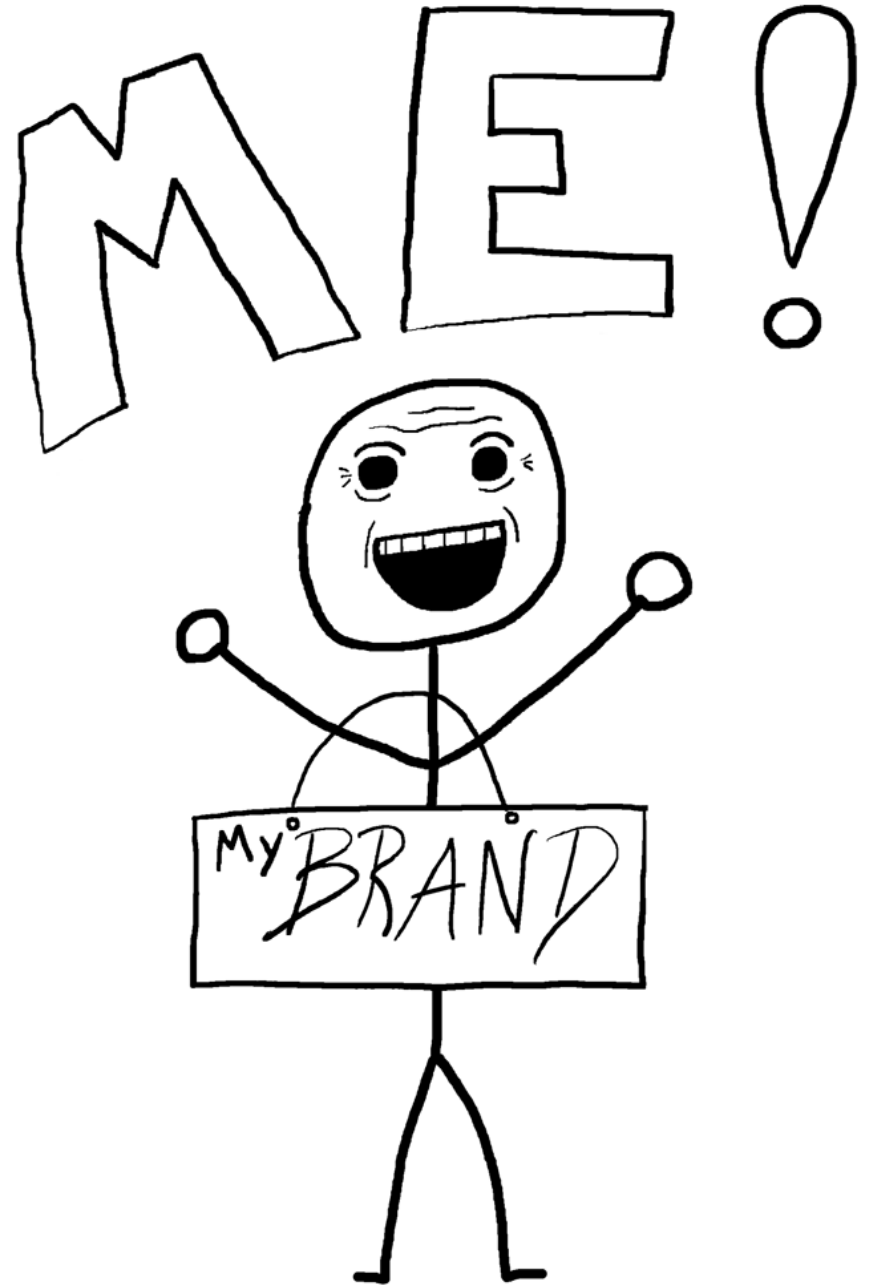
**Most
Important**

A close-up, profile view of a woman's face, focusing on her eyes and nose. She has light blue eyes and is looking upwards and to the left. The lighting is soft, highlighting the texture of her skin and the intensity of her gaze.

**What do the
people you want
to influence need
to see?**

Define Your Personal Brand

In order to impress
and influence people
how do you need to
come across?





A small change
can make a big difference

Colour in shirts & ties





Colour Matters!

First thing we see and last thing we forget



A language that's been around far longer than we've been able to speak!

Are you lost in the crowd?



Find out what suits you!



Spring Warm, fresh & light

Typical spring colours include
poppy, aqua & buttercup.
[Shop spring colours>](#)

Spring
colours
work best in
combinations
of three



Think bright and
fresh - daffodils &
bright green
shoots



Send me a photo of yourself and I will tell you
which colours suit you



Key messages of colour...

Authority



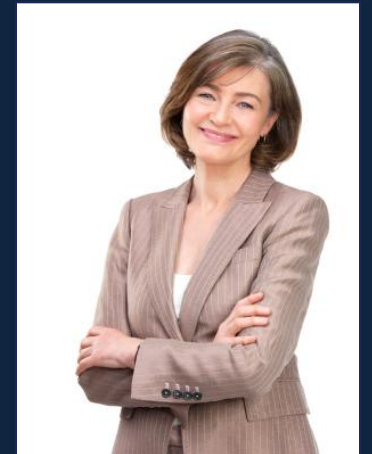
Impact



Approachable



Invisible

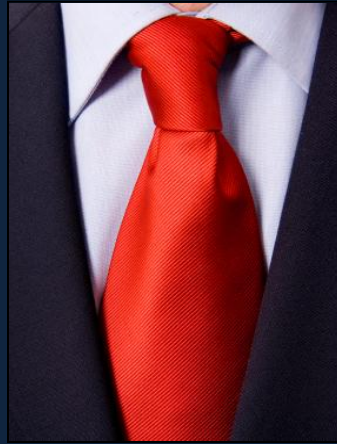


Key messages of colour...

Authority
Black/White



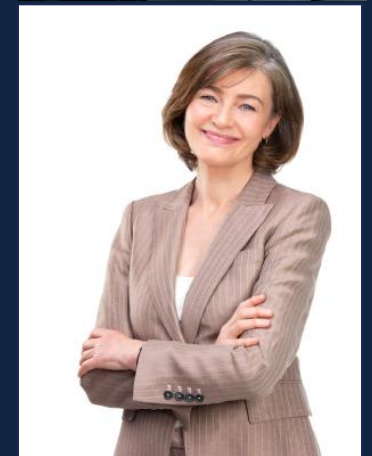
Impact
Bright



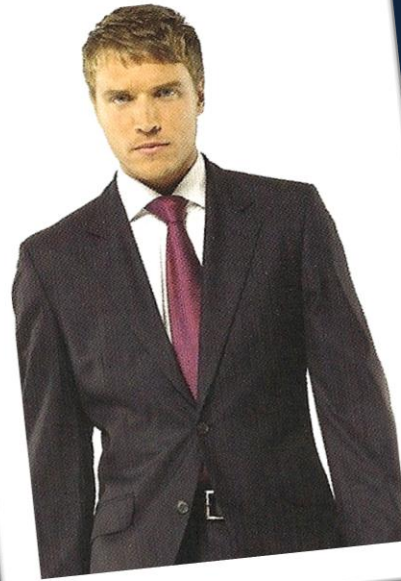
Approachable
Medium Tone



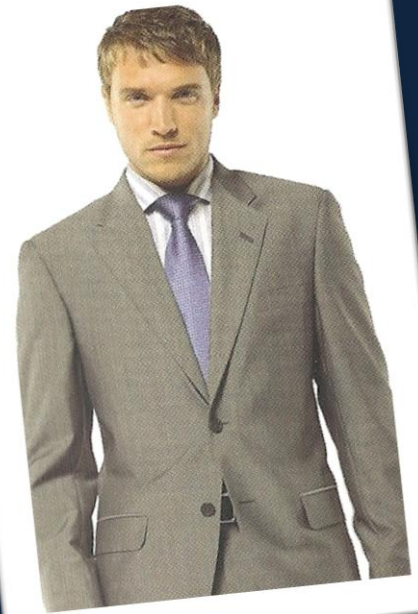
Invisible
Low Contrast
Neutral



**The more
influence you
want, the
more
contrast you
need**











Influential



Forgettable



Using Colour Effectively in Business

Colour	Positive Attributes	Negative Attributes	Illustration: When to wear	Illustration: When NOT to wear
	Confident, Assertive, Risk-taking, Leadership, Passionate, Exciting, Dramatic	Aggressive, Domineering, Attention-Seeking, Dangerous	Wear when you want to be recognized and stand out in a group. Prepare to back this up with your behaviour!	At an interview: You'll potentially come across as a domineering power-seeker.
	Sophisticated, Mysterious, Elegant, Classy, Dramatic	Unoriginal, Uncreative, Unpleasant, Mournful, Heavy, Indecisive	At a formal dinner party if you don't want to overly stand out.	If you want to appear accessible to people and want them to be open with you. Black is one of the most distance-inducing shades.
	Orderly, Innocent, Fresh, Pleasant, Clean	Over-fussy, Non-communicating, Stale, Cold	If you need to project maximum standards of hygiene and care.	If you don't like the time for fussless grooming, as white shows every mark and stain easily.
	Balanced, Modest, Reliable	Uncreative, Boring, Conservative, Unwilling to commit	At a negotiation meeting, or at an interview (unless being interviewed for a creative position).	In a creative position, or working with children (grey can make children feel anxious).
	Dignified, Weary, Logical, Organized, Knowledgeable, Powerful, Trustworthy	Conservative, Dull, Not innovative	When you need to look authoritative and in-charge.	If you want to stand out at a business conference.
	Solid, Canny, Natural, Approachable, Down-to-earth, Robust	Unsophisticated, Conservative, Lommon, Safe, Boring	Brown is the least threatening colour to others, so wear it when you want people to open up to you.	On a first-date.
	Tranquil, Balanced, Fresh, Healthy, Informal, Nurturing	Predictable, Unmotivated, Shy, Jealous	Wear green when feeling particularly tired or tense - it induces a sense of calm.	If you're an entrepreneur: Green will not inspire confidence in your drive and motivation.
	Youthful, Happy, Outgoing, Creative, Experiments, Fun	Impulsive, Disorganised, Juvenile, Loversly, Volatile, Frivolous	When working with children - its the number one colour children respond to the most, and is the most visible colour to the human eye.	In business situations (A subtle yellow accent is more appropriate).

Impact for Success | Business Image Guidelines - Men

The Key Messages of Colour

Once you understand your personal colour requirements, the psychology of colour guide below shows you how to use the elements of colour to *manage the visual impression you give to others within different situations*.

Dark Cool Colours (e.g. black & charcoal) are seen as authoritarian & highly professional.



Medium Colours are people friendly, seem professional & are easy going.



Rich Velvety Colours are seen as mature, serene, elegant, wealthy & sophisticated.



Light to Pastel Colours are seen as fresh, innocent, pure & are non-professional.



Colour in Business

It's not just *what* you wear that matters, but also *how* you wear your clothes. A successful visual image means a co-ordination of suits, colours, fabrics and patterns which reinforce your intended message. Cheap fabrics, poor colour combinations and loud patterns all detract from a credible professional image. Wearing **colours that most suit you** will have you being seen as **more alert and healthier**. Remember, it can be just as easy to look tired, unhealthy and inappropriate as it can be to get it right. An understanding of colour puts you in control of the perception others have of you. It is valuable to know what is special about your personal colouring to know what colours should form the basis of your wardrobe. The colours you wear against your face are **vitaly important to the impact you make on others** and for holding attention to your face. To achieve an appropriate image in business through the psychology of colour, it is important to look at the main four characteristics of colour, which are detailed below.

Depth

Undertone

Intensity

Contrast

Strategies

Dark Cool Colours (e.g. black & charcoal) are seen as authoritarian and credible. However, black suits are not recommended for all occasions, as they can be severe and unfriendly.

High Contrast (bright, dark combinations). Power dressing can result in others feeling intimidated. Our difference in impression management. This relates to putting combinations of colours together. When others pick up on contrast is worn, it often results in you becoming almost invisible.

Medium Contrast (light, dark combinations). The most people friendly and professionally effective. This combination is seen as elegant and even at times fashionable, but in business or whenever **presence** is required it can represent an ineffectual appearance.

Low Contrast (little or no colour difference between garments). Although elegant and fashionable at times, in business or whenever 'presence' is required, this renders the wearer 'ineffectual'.

© Impact4Success 2009



Handouts available

How structure, tailoring and detail affect our judgements



The Effects of Tailoring

High
Influence



Business



Social



Low
Influence



Suit
Fully
Tailored

official, credible, persuasive,
authoritative, most formal



Jacket
Mostly
Tailored

influential, consistent,
accessible, dependable, formal



Collar
Mostly
Untailored

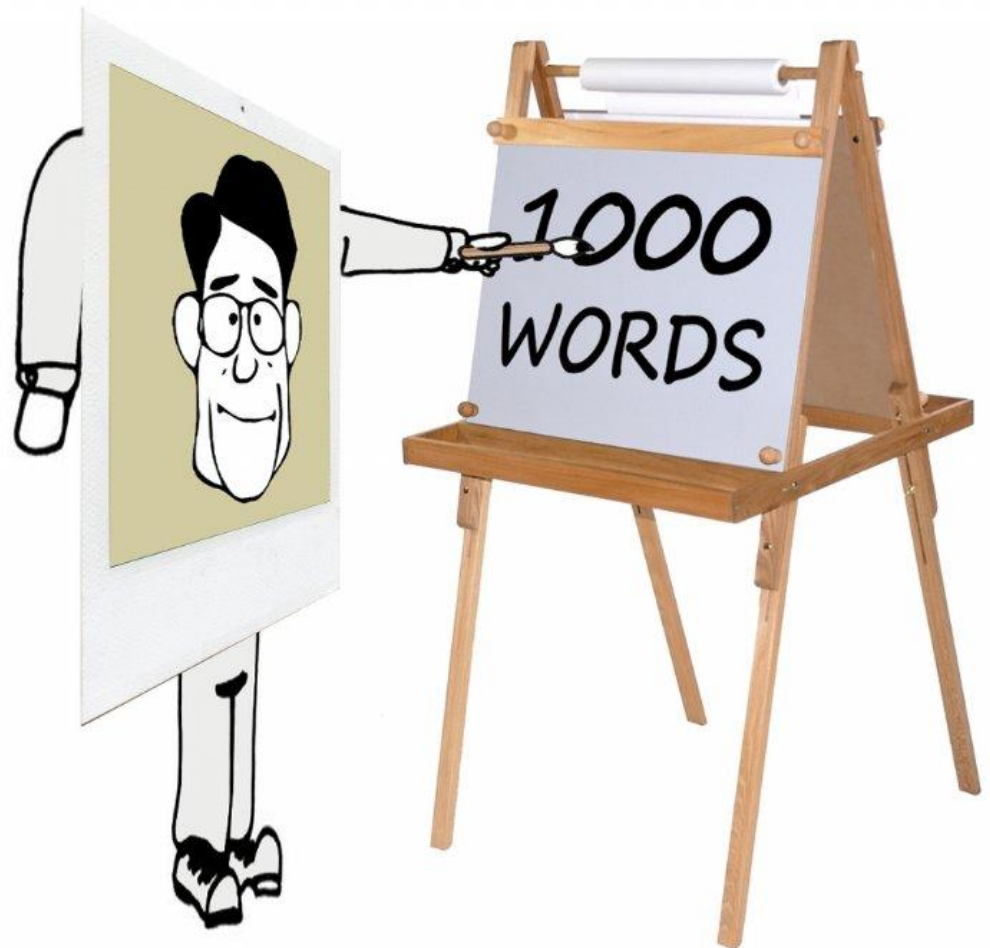
Flexible, approachable,
relaxed, informal, cooperative



No collar
No
Tailoring

Unofficial, agreeable, easy-
going, casual, temporary

Let your appearance advertise
your worth

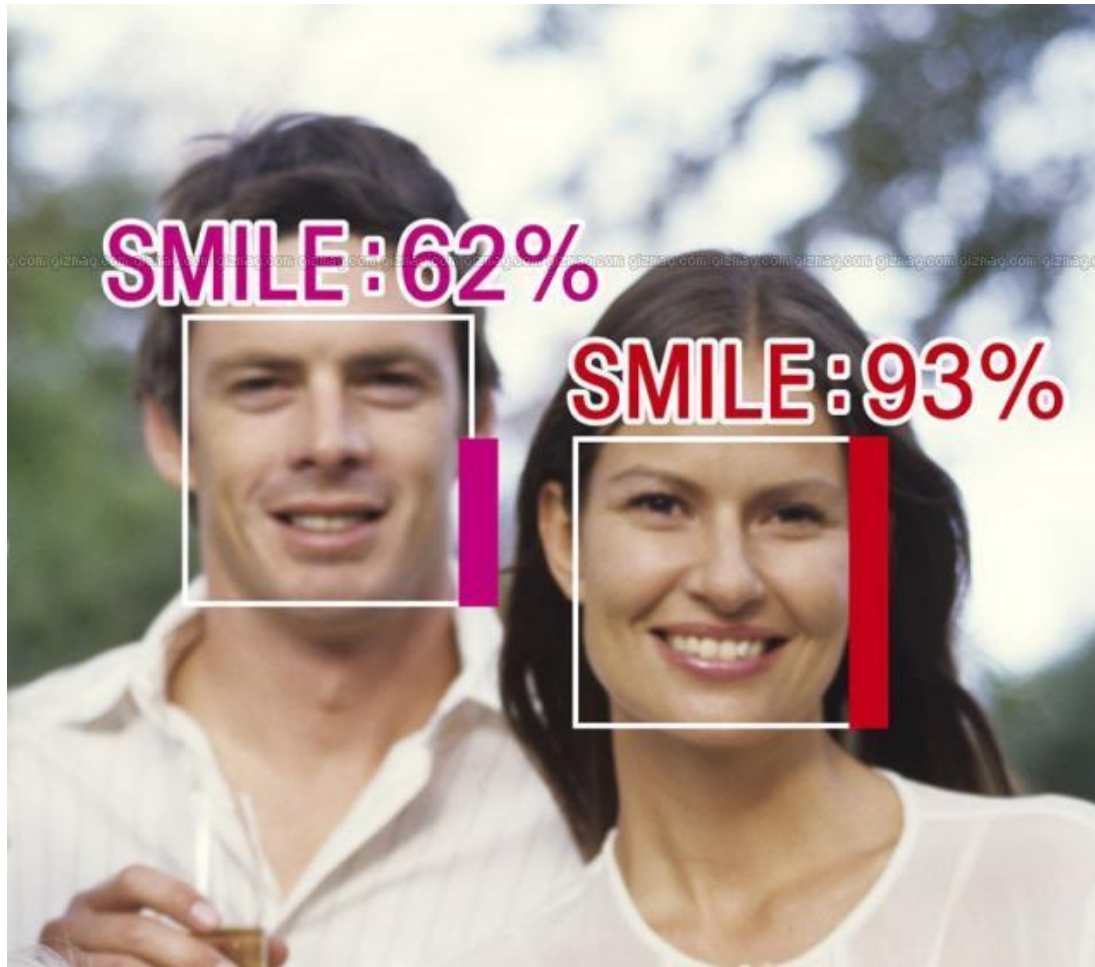


3 Body Language Magic Pills

1. Smiling
2. Eye Contact
3. 'Power Poses'

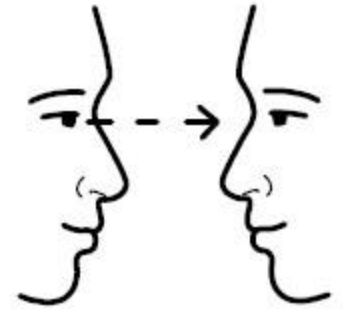


Smiling



Quickest way to build rapport

Eye Contact



Vitally important in **building trust**

Aim for...

80% when listening

40% when talking (*minimum go for 70 – 80%*)

Positively affects you and others

Power Poses and Brain Chemicals

- **Testosterone:** The “power” hormone, which amongst lots of other things helps us to be a ***better leader, have more focus and attention.***
- **Cortisol:** The “stress” hormone, which amongst lots of other things makes us ***less reactive to stress, makes us feel overwhelmed and powerless.***

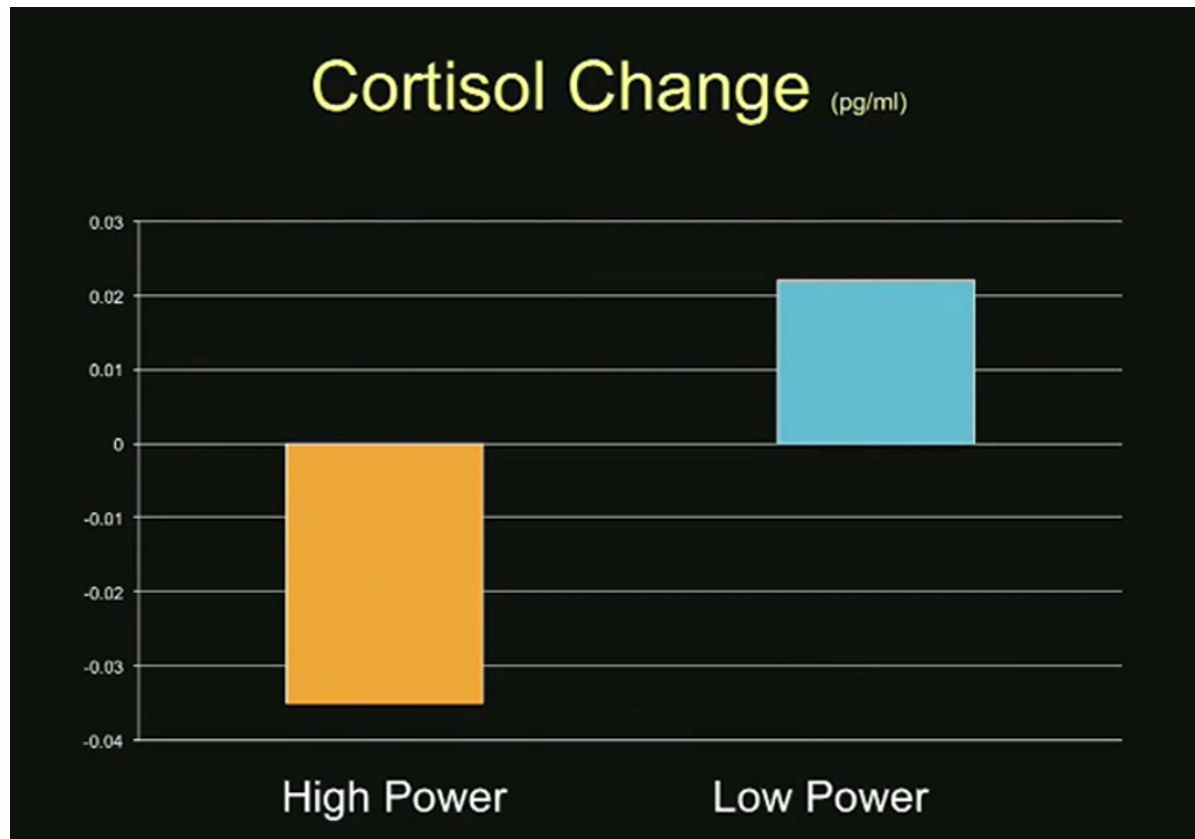
The Experiment



People were brought into a room. For **two minutes**, they would either perform a **powerful pose** or a **powerless pose**.

Then they would go on into performing a job interview.

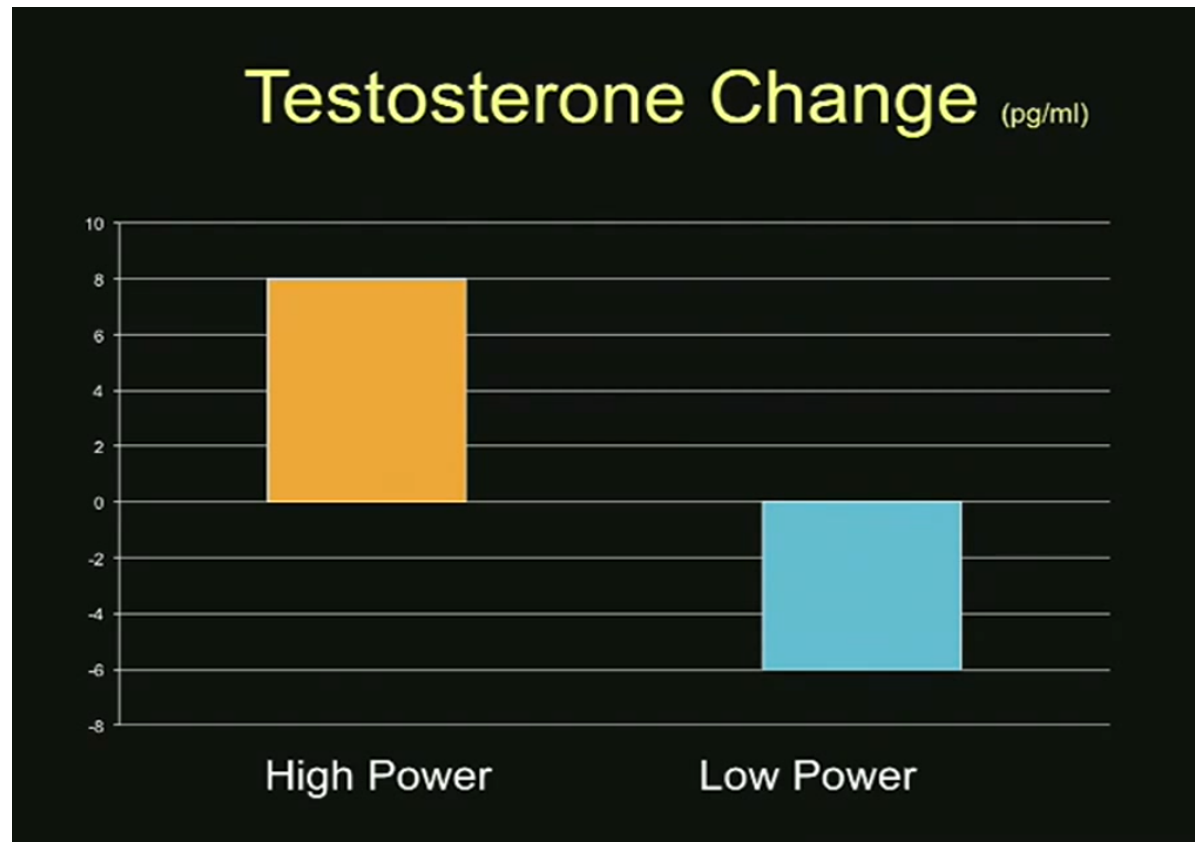
The Results – **Powerless Pose**



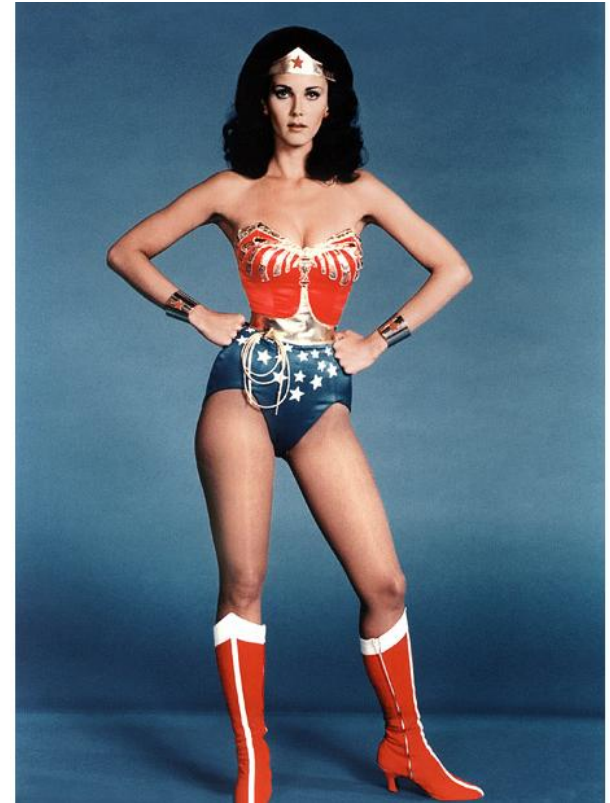
The **Powerless** Pose



The Results – **Powerful Pose**



The **Powerful Pose**



StRIke
a
POSe



When you are in the spotlight...



Be clear about the impression
you want to make

Use your appearance as a
marketing activity which markets
YOU

Practice Body Language
techniques which improve your
presence

Regular Image & Impact Tips

- Sign up at www.impact4success.com

