Increasing your ‘Oomph factor’
How to stand out from the crowd

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Personal Presence
Capitalising on your visibility
Early in your career...
Build Your Credibility
Is your potential visible?
Are you maximising your Oomph factor?
Factors Affecting Career Progression

- 60% Doing the job
- 30% Attitude & Behaviour
- 10% Visibility & Exposure

Source: Robert Half International
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

ACT

THINK

TALK

Most Observable

Most Important
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

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.
Handouts available

<table>
<thead>
<tr>
<th>Colour in Business</th>
<th>Leading Colour Effectiveness in Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>Confidence, Energy, Boldness</td>
</tr>
<tr>
<td>Orange</td>
<td>Creativity, Warmth, Optimism</td>
</tr>
<tr>
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<td>Happiness, Affordability, Fun</td>
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<td>Health, Growth, Harmony, Environment</td>
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<tr>
<td>Blue</td>
<td>Trust, Security, Trust, Loyalty</td>
</tr>
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</tr>
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<td>Peace, Purity, Purity, Independence</td>
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</tbody>
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The Key Messages of Colour

- Red: Confidence, Energy, Boldness
- Orange: Creativity, Warmth, Optimism
- Yellow: Happiness, Affordability, Fun
- Green: Health, Growth, Harmony, Environment
- Blue: Trust, Security, Loyalty
- Grey: Professionalism, Distance, Integrity
- White: Peace, Purity, Independence

The Importance of Colour in Business

- Red: Confidence, Energy, Boldness
- Orange: Creativity, Warmth, Optimism
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How structure, tailoring and detail affect our judgements
The Effects of Tailoring

- **High Influence**
  - **Business**
    - Fully Tailored: official, credible, persuasive, authoritative, most formal
    - Mostly Tailored: influential, consistent, accessible, dependable, formal
  - **Social**
    - Mostly Untailored: Flexible, approachable, relaxed, informal, cooperative
  - **No Tailoring**
    - Unofficial, agreeable, easy-going, casual, temporary

- **Low Influence**
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.
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.

Source: Amy Cuddy, Body Language Scientist
The Results – **Powerless Pose**

![Cortisol Change Graph](image-url)

**Cortisol Change (pg/ml)**

- High Power: ~0.04
- Low Power: ~0.02
The **Powerless Pose**
The Results – Powerful Pose

Testosterone Change (pg/ml)

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<th>High Power</th>
<th>Low Power</th>
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<tr>
<td>Testosterone</td>
<td>10</td>
<td>-5</td>
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The Powerful 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