

Self Presentation Skills

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Macmillan Modern Office

Series Editor: Christine Simons

*SELF PRESENTATION
SKILLS*

Vera Hughes and David Weller

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Introduction

Is this book for you?

Did you know that up to 60% of the messages you convey when you are talking with someone face-to-face is through your body language? Did you know that the way in which you present yourself in all sorts of situations has a great effect on the outcome? Did you know that this applies in all aspects of your working life, from your first oral assessment or job interview to representing your organisation or company in a media interview?

If you want to improve your Self Presentation Skills in a wide variety of situations, this book *is* for you.

What will you learn from this book?

The book will help you think about what preparations you should make, how best to get your message across and how to avoid some of the pitfalls in self presentation.

You will learn how to approach people, how to talk to people and how to put forward your point of view. You will be encouraged to study your own body language and to analyse the image you project.

The book does not give hard and fast rules about how to behave in given situations, because no two situations are alike. Rather, it gives hints and tips on what to look out for and how to show yourself at your best.

How does it work?

It works in two ways. You can work through it from beginning to end to get an overall picture of how to present yourself.

You can use it to prepare yourself for specific situations, and to check afterwards on how well or badly you thought you did.

Like its companion *English Language Skills* by Vera Hughes, you can use it in the most suitable way for you.

At the beginning of each chapter you will find a list of the main points covered – these are a repeat of the points written in the Contents table. Some chapters lend themselves to definite ‘Practice’ exercises; others do not because you can only really learn by doing whatever it is for real. Where practice exercises are relevant, they are included. At the end of each chapter there is a list of ‘Points to remember’; these are useful for checking that you have made all the preparations you should and for self-analysis after the event.

Situations covered in the book

A very wide range of situations is covered. The first two chapters, about body language and getting a conversation off to a good start, are important in every situation – even on the telephone. Read these as a basis for the rest of the book.

After that the situations start in your school or college days with a chapter on oral assessment, and progress through everyday activities, such as talking to customers or clients, to first level management situations, such as showing someone how to do something or attending meetings.

The last three chapters are about situations where you are definitely in control as a manager or leader or are representing your whole organisation.

There has to be a first time for you in every situation.



What this book is not

This is not a book which will teach you about power dressing, colour, line and style of clothes or makeup. Of course the importance of appearance is emphasised, but there are several publications or counselling services which will help you make the best of yourself in that sense.

This book will help you make the best of yourself physically and verbally.