

## What do you want the world to believe about you?

It takes less than a minute to make a great first impression – and a lifetime to undo a poor one. Using the categories below, think about what you want people to think about you, and ask yourself:

*How do the ways in which you communicate **verbally** (use of language), **vocally** (use of voice), **non-verbally** (appearance and body language) and **behaviourally** (actions and interactions) undermine or support the impression that you want to make?*

- Social status
- Politics
- Education
- Religion
- Sexuality
- Friendliness/approachability
- Aptitude
- Economic status
- Success
- Sophistication
- Trustworthiness
- Compassion

- Reliability
- Intelligence
- Capability
- Humility
- Confidence
- Others?