

# Out of Work? Changing Jobs? Better Do Some PR!

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Are you out of work or thinking of changing jobs? Before you do anything, perform some PR on yourself. Assess what the **Perception** of you is as a communicator, versus the Reality. We can see ourselves as a highly polished, competent business professional, but if the perception of us is that we are nervous and timid, we will never obtain the new position.

How do we make this **PR Personal Assessment**? We review any comments others have made about us. Jack Canfield says in his book, *The Success Principles*, “If somebody tells you are a horse, they are insane. If three people tell you are a horse, there is a conspiracy. If ten people tell you are a horse, you need to bring a saddle.” All of us have heard comments when we have made presentations or conducted meetings. What has been the feedback from customers or your own internal staff? What comments has your manager made? If you have ever been filmed, you can make your own assessment. As you review your video, put your self in the listener’s shoes. If you were watching, what would be your reaction?

Once you have what you consider accurate feedback, determine what changes should be made. Begin with the most obvious? For example, if your voice is a monotone, practice pausing and breathing and stressing two or three words in each sentence. A monotone comes into play when the person speaks without pausing. If you speak too quickly, again practice pausing and breathing. Take a pause for at least a second or two between each of your statements.

In addition to vocal issues, assess body language. Are you fidgeting with pens or rings? If so, get rid of them. Do you seem to be playing with your hands? If so, do broader, slower, more meaningful gestures to eliminate nervous energy.

The perception others have of you is critical. It is as valid as the reality. Before changing or applying

for a new job, shore up the perception others have of you so that it is positive and so that it mirrors the reality.

*Impact Communications, Inc. consults with individuals and businesses to improve their face-to-face and over the phone communication skills. It is not what you know but how you communicate it that makes a difference. When you have to have impact, phone (847) 438-4480 or visit our web site, www.ImpactCommunicationsInc.com.*