



Inspire confidence and trust: Image makes the difference

Is your new technology "body language" sending the same old messages?

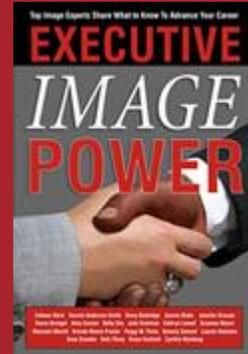
We consciously use new technology to send instant messages but unconsciously, as we get drawn into our "e-conversations," we forget that we're also sending instant messages with old technology--our body language.

Body language today includes so much more than just how you stand or fold your arms. With Blackberries, iPhones and computers attached to our ears and our finger tips, we may be communicating more than we intend.

Consider this:

- You're running for the GO train and your cell phone rings. It's an important client so you answer. Your message is lost because the client can't hear your voice over heavy breathing and honking taxicabs.
- You're in an interview. The interviewer sits behind a desk texting and never makes eye contact. You get the message that this is a company that doesn't really care about who they hire, and certainly isn't interested in your skills.
- You're waiting for a seminar to begin. You're checking email on your laptop and catching up with friends on your Bluetooth. Without realizing it, you've sent a message to everyone around you that you're too busy to get to know them. You've missed a golden opportunity to network, build new relationships and grow your business.
- You're on the subway dancing and singing along to your iPod. You notice your boss standing a few feet away. If you're under 30, your boss probably won't think anything of it, so keep dancing. But, expect your level of embarrassment to rise with the number of years you're over 30. Smile—the message you're sending says, "I know how to relax after a long day!"

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