

A close-up photograph of a man in a dark suit and white shirt, holding a white rectangular sign with black text. The sign is held in front of his chest, and his hands are visible on the left side of the frame. The background is plain white.

**You will never get
a second chance
to make a first
impression**

Impression is more important
than fact!?

*You never get a
second chance to
make a first
impression*

**Discuss
&
Share
Experiences**

Who will you date with?



A photograph of a woman in a red dress sitting on a black metal pole at night. She is wearing black high-heeled sandals and holding a lit cigarette in her right hand. The background is a blurred city street at night with warm streetlights and traffic lights. The text "What is her occupation?" is overlaid on the right side of the image.

**What is her
occupation?**

**What do you think
about this man?**

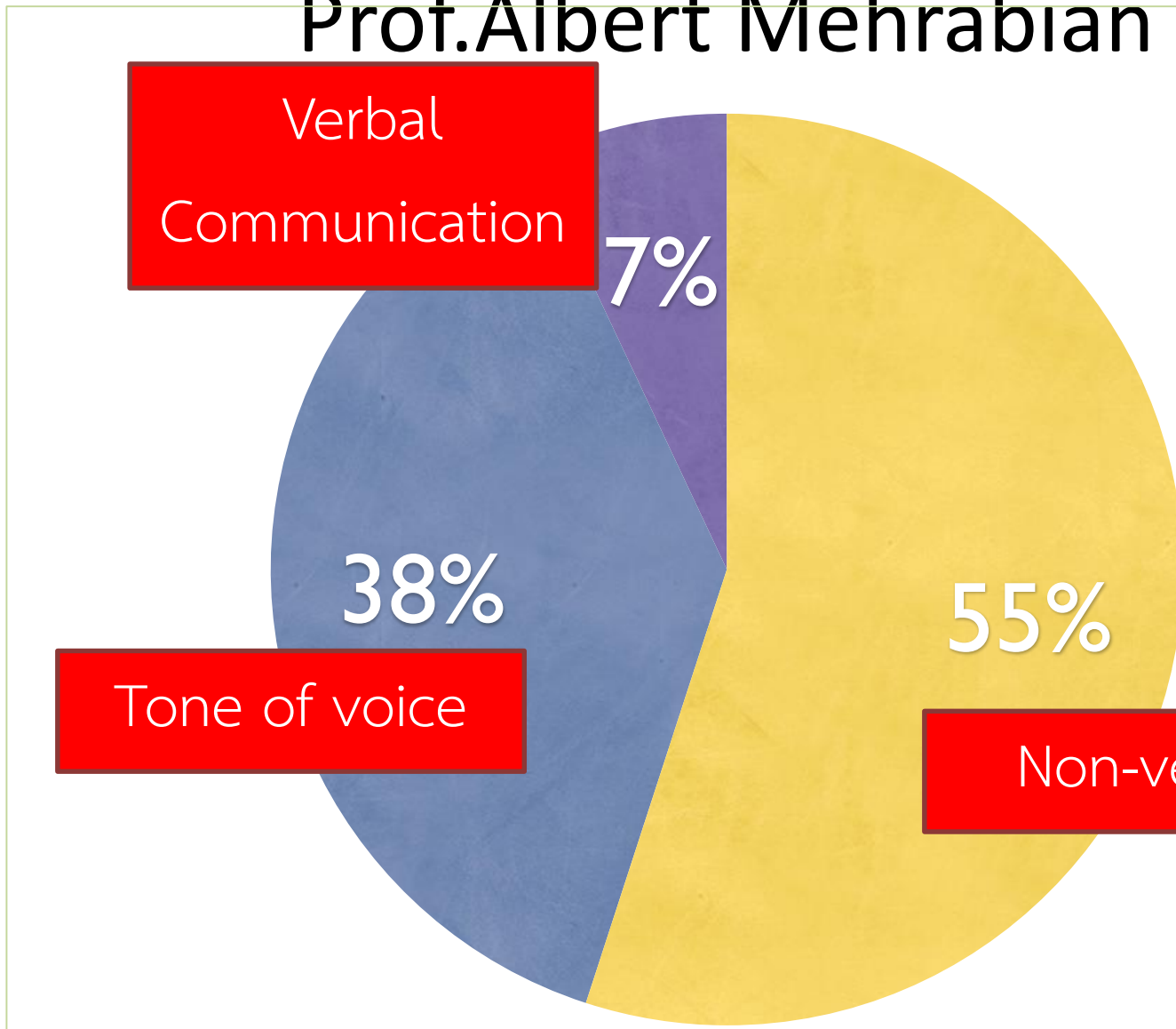


1 “First impression”

Important?

Classic Rules: 7/38/55

Prof. Albert Mehrabian





People do not focus on what you do, but what you wear!!





How does
personality work
while dating?



First impression

- Our first and only opportunity to provide someone with the sense of who we are.
- People capture your first appearance and remember it.
- You have only 1 golden chance to make first impression.



www.highgraphic.com

7 SECONDS LIKABLE RULES

Activity 1

1. Stand up, work in pairs.
2. Assume that you are introducing yourself to someone who is really important for your life. You need to get his attention.
3. Create the magic moment.
4. The aim is being the person that others want to talk to.
5. Lecturer gives the signal for students to change their pairs.
6. Summarize the activity.

Conclusion from the activity

Grooming

Eye contact

Gesture

LIKABILITY

comes from 55/38/7

“Non-Verbal”/Voice/Verbal

Breathing ratio

Face expression



Is it **fair** to
judge people from
appearance?





Who gets
more
salary?

Street Fashion



Tailor-made



Ben C. Fletcher

Department of Psychology
University of Hertfordshire

Who looks more masculine?



Which colour catches your attention the most?

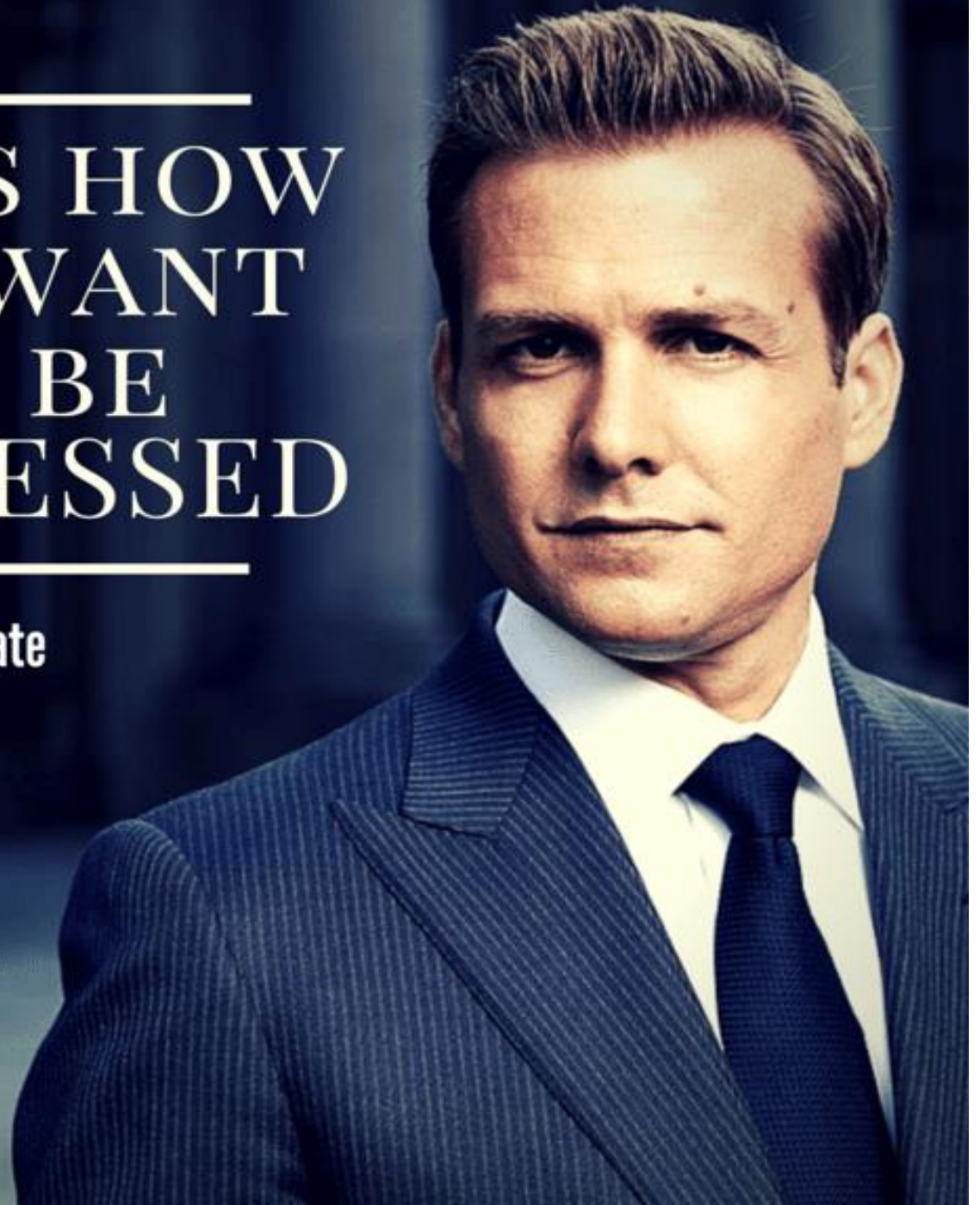


“First Impression” “First Perception”
Professional – Aiming for a headline.



DRESS HOW
YOU WANT
TO BE
ADDRESSED

@ScoMotive

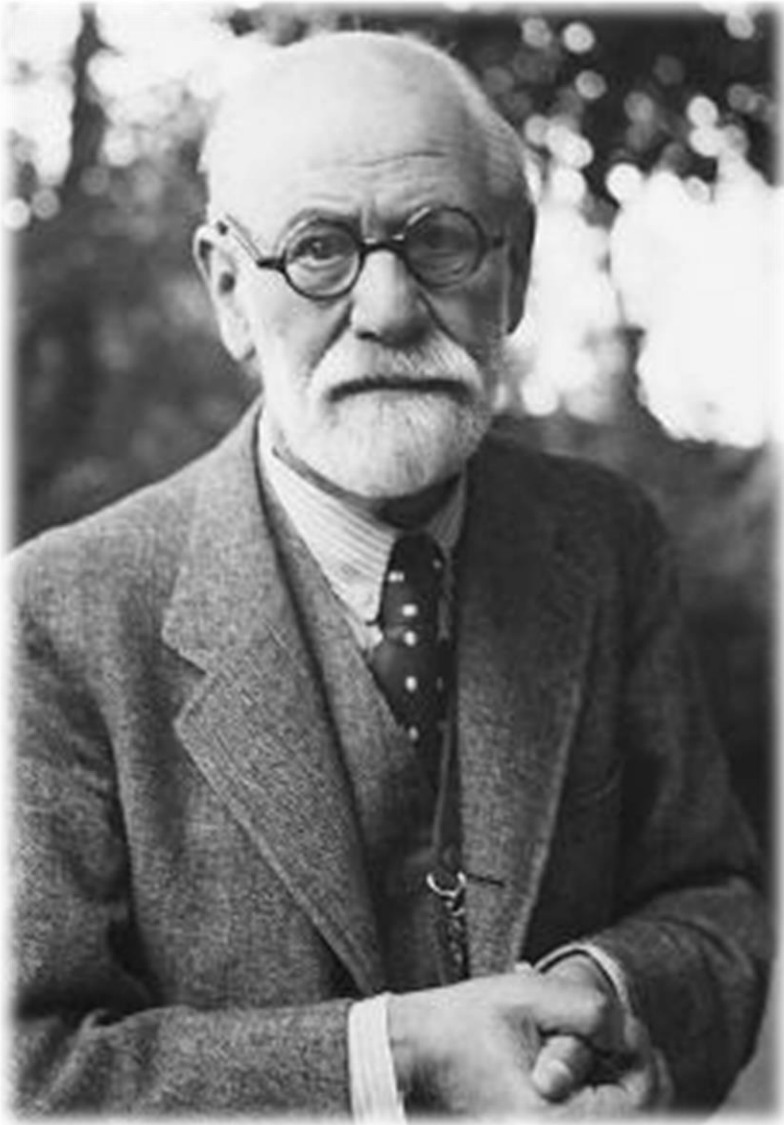


So, it is totally **not**
fair to be judged by
appearance but **the**
society does!

Good Personality = 1st Impression



Persona



Sigmund Freud

Theory of personality



Id:

Instincts

I want to
dress & act
whatever I
want.



Ego:

Reality

Social
Occasion.



Superego:

Morality

Social
expectation.



ID



SUPER EGO

EGO = Occassion



Business attire when he got an honor award from Harvard.



Facebook speech. People perceive that Facebook is casual and easy.

3. Can I **be myself** as

well as creating **FIRST IMPRESSION?**

Of course, you can because... **BE THE BEST OF YOU**





ABC Techniques

1st Impression

- **Appearance.**
How we look.
- **Behavior.**
What we do.
- **Communication**
What we say



ABC Executive
Image

Activity 2: Imagine + Engineering



Imagineering = "imagination" and "engineering" is the implementation of creative ideas in practical form.

The word was registered as a trademark of Disney Enterprises, Inc. in 1990.

Imagineering

1. Divide a group of 5 people.
2. Count 1 to 5.
3. 4 A) Tell your friends about your personality
B) Tell your friend about your career path.
C) Help 4 to build her/his image.



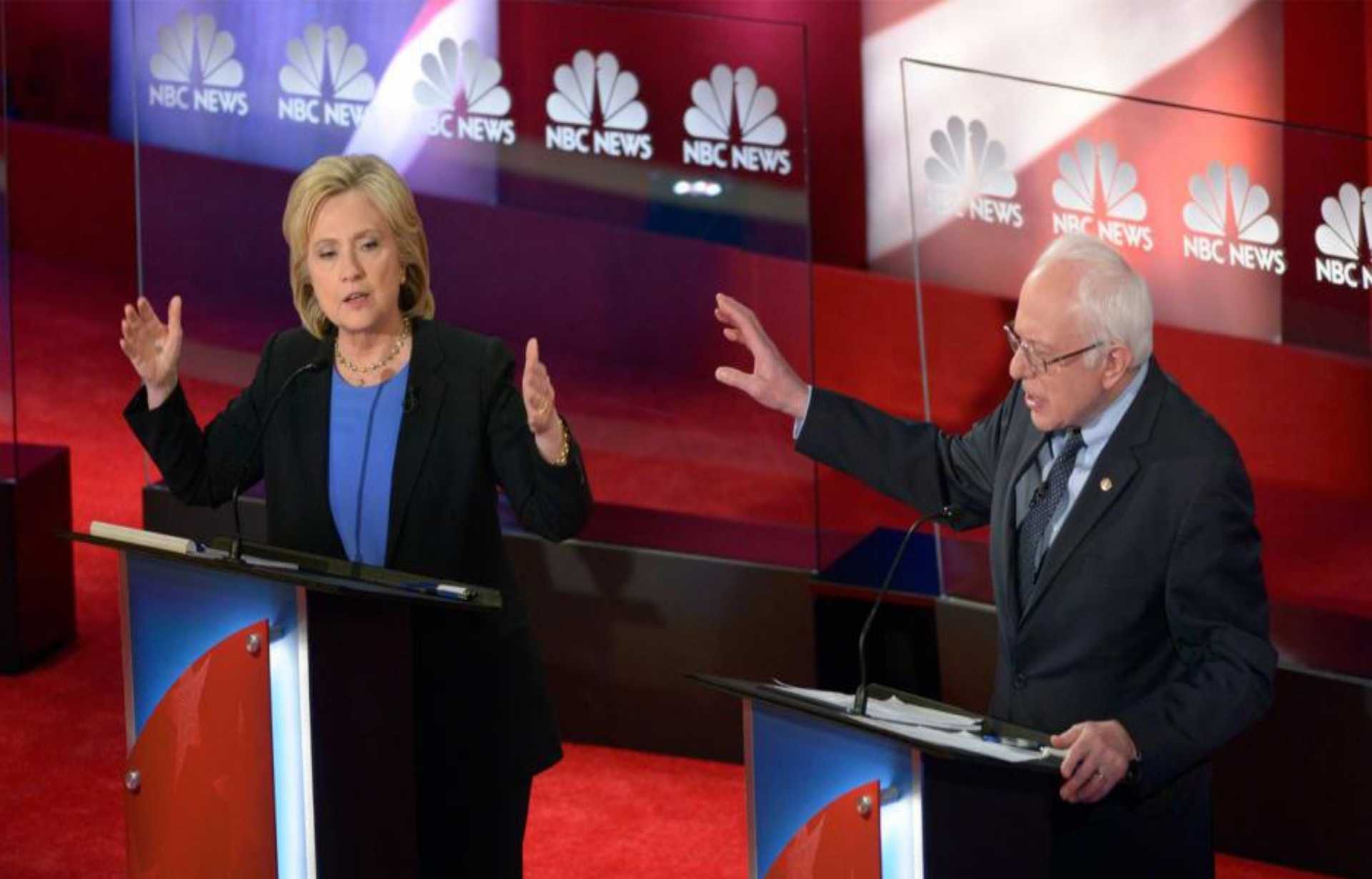
Appearance

Smart Stance for Presentation.





1. Leave some space between your legs
to balance yourself.



2. Present with open gestures.



3. Use your hands to present, keep them above waistline.



4. Keep your hand above waistline
when you don't use them.

5. Use paper script but not a mobile phone.



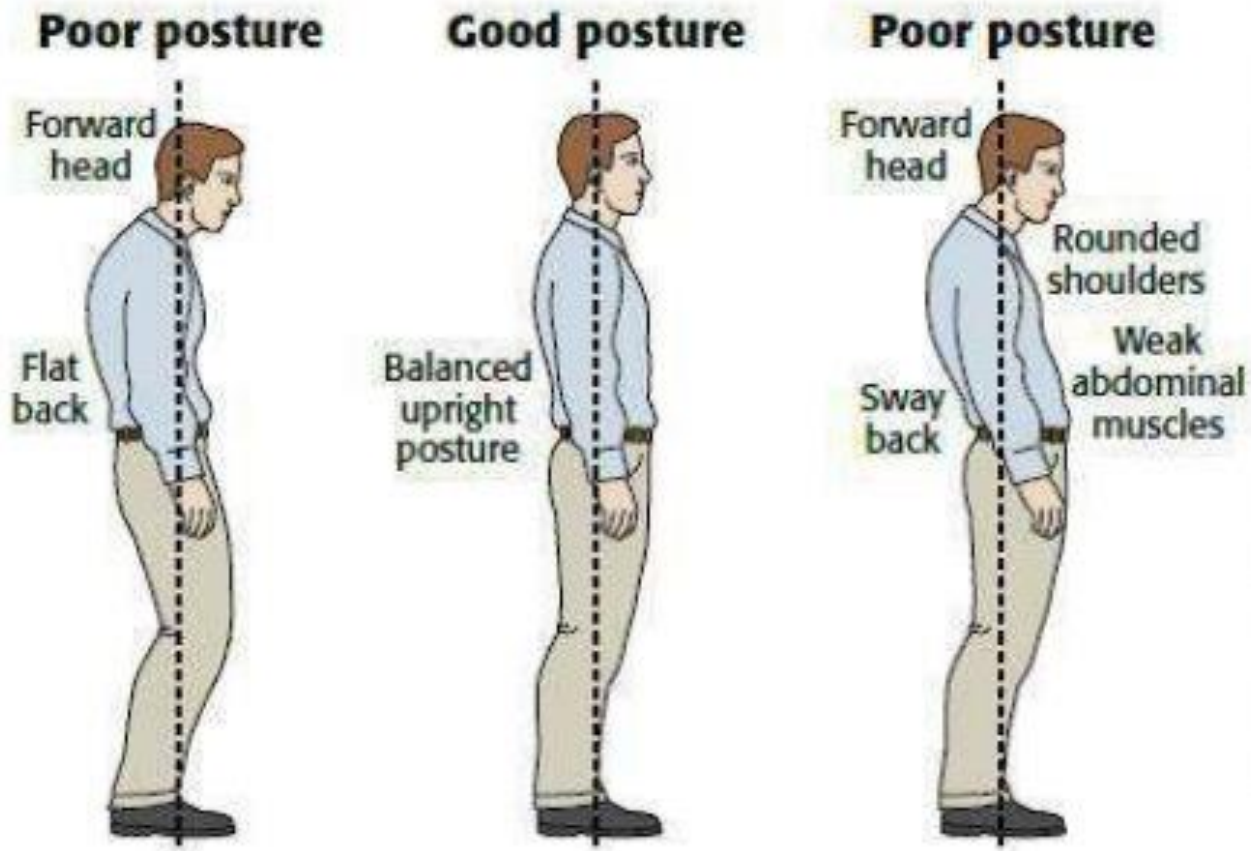
6. Avoid crossing your arms.



7. Avoid pointing a finger.



Smart Standing





Smart
standing
in front of
someone that
you respect.

Dress Code

Casual VS Smart



Casual



Smart

Behaviours



Different social, different appropriate manners

Activity 3

Mind mapping which manner
do you think is important in
the Thai Society.

Greeting



Pay respect without hesitation.





Proper Handshaking



Avoid
finger-pointing
to others



Hold and press
elevator door for
someone.



Give tway when one has to get off.



Hold the door for others.

Call during 9.00-18.00

No cell phone in a meeting or while someone is talking.



Thank you