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BILL BAGLEY TEACHES PROFESSIONAL CREDIBILITY

Supplemental Resource Guide

A CAREER CONNEXIONS PROGRAM

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MEET BILL BAGLEY

Bill has been a Human Resources Leader and Human Capital Advisor for 30+ years. For 20 years he was with Deloitte...serving as a Firm Director and Regional HR & Recruiting Leader. He led human resources, recruiting, career development, and partner coaching efforts across Ohio, Indiana, Kentucky, Michigan, Pennsylvania, New York, and Washington, D.C. In the 1990s, Bill was the recipient of several firm awards for his leadership efforts related to Fortune magazine's list of the '100 Best Companies to Work for in America.' In addition, he has served many organizations specific to human capital and leadership development needs.

He began his professional life as Career Planning & Placement Director and Assistant Football Coach at Manchester College, in Indiana.

Over the years Bill has designed and delivered numerous professional development programs. He has recruited, mentored, and trained thousands of individuals, and was key in designing and delivering a nationally-recognized partner admissions program for Deloitte. He has facilitated leadership concepts for a variety of businesses and has taught in the MBA program at Xavier University's Williams College of Business, Indiana University's Kelley School of Business, the University of Kentucky, Miami University, and currently teaches a 'Strategic Partner Leadership' course in the Lindner Honors-PLUS Program at the University of Cincinnati, where he has received 'Outstanding Teaching' recognition.

Some clients he has served: Deloitte; USI; VonLehman & Company; Barnes Dennig; LEC; Northlich; MRSI; Jewish Federation of Cincinnati; The Matrix Companies; CHNKY; Mubea; Mueller Roofing; Intelligrated; Center for Respite Care; Convergys Analytics Systems.

He has authored two books, *Impact Interviewing* and *Why Accounting?* As well, he co-authored with his two sons a career-mapping guidebook for students and their parents, *Navigating Toward Academic and Career Success*, endorsed by Dr. Ben Carson, HUD Secretary; Dr. Tony Alessandra, Author, *The Platinum Rule*; Brian Tracy, Author, *Goals!*; and several other national leaders.

Bill holds a Bachelors Degree in History from Indiana University and a Masters Degree in Higher Education from Ball State University, and is a veteran of the U.S. Air Force. He and wife Marla have two sons and ten grandchildren.



PERSONAL CREDIBILITY:

Fundamental Competencies:

1. *A Healthy Self-Image*
2. *Boardroom Presence*
3. *Interpersonal Skills*
4. *Awareness*
5. *Personal Substance/Professionalism*
6. *Relationships and Team Building Skills*
7. *Presentation Manner and Style*
8. *Bearing Under Pressure*

It's All About Perception

Perception becomes reality in the eyes of those forming and holding that image. Whether fair or not, people hold in their minds a vision of what a successful person should look like, act like, and generally be like. When one of these people meets you, they are comparing you to this vision to see if you match it. This is why personal credibility matters so much.

For more on perception, and how others perceive you check out this TED Talk:
<https://www.youtube.com/watch?v=dfcnIADSuQ4>



A HEALTHY SELF-IMAGE

Tell Me About Yourself

One of the primary questions that comes up in a job interview will be an interviewer asking you to take the next thirty minutes (or however much time), and tell him/her about yourself. Because of this, it is important to do some self-assessments (provided below) to ensure the perception you have of yourself jibes with reality.

How Do Others Perceive Us

Most of us have an inflated opinion of who we are, and therefore we need to ask others how they perceive us. This will allow us to view areas that might be weaknesses, and improve on these areas. Ask someone who is close to you, so that they really know you, and are willing to be honest with you.

Ego Development

Ego development is very important. If you don't have a healthy and well-developed ego, it will be hard to succeed in whatever career you choose. We have to be careful not to let narcissism creep in. In life, everyone doesn't win, and it's okay to lose as there are lots of lessons in losing. Remember, in the long run, it's all about others.

Check Out More on Ego Development Here: <https://www.youtube.com/watch?v=aHHWgG7dB6A>

Get Over It

Everyone has had bad things happen to them, or others close to them in life. If you haven't, be thankful, as you're very lucky. We need to be prepared for these disappointments, and get over them after they happen.

"You often meet fate on the road you take to avoid it"- French Proverb



In many ways, this proverb is very true. Everyone will experience hard times at some point in their life, and it's necessary to work through these times, instead of trying to go around them. By working through these hard times, we learn important lessons that we can keep with us throughout our life. This is called **Resilience**, and it is very important.

Charisma and Character

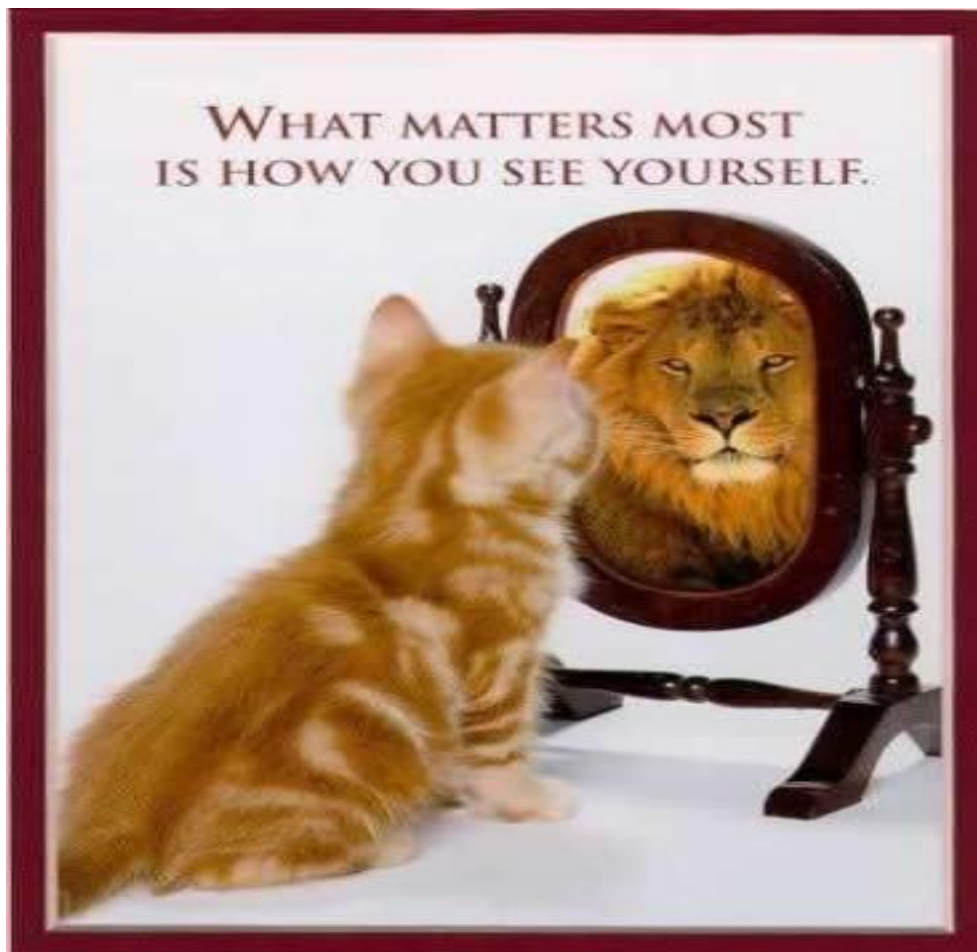
Charisma is having the presence, warmth, and sincerity that makes others want to be around you. That being said, charisma means nothing if you don't have character.

Character means having a high degree of integrity, and being humble around others.

Check out more on Charisma and Character Here:

<https://www.youtube.com/watch?v=SEDvD1IICfE>

<https://www.youtube.com/watch?v=sxHGSTV3LFO>





BOARDROOM PRESENCE

Questions to Ask Yourself

- Do you project a **professional image** (others sense you are in charge because of the way you carry yourself)?
- Do you **project yourself and your ideas** with confidence, or are you reticent in how you interact with others, especially superiors and clients?
- Do you leave a **lasting positive impression** when you depart a meeting?
- Do others **wish you were part of their team** or organization?

These questions represent boardroom presence in a nutshell. We will take a look at more qualities of boardroom presence in the next few sections, but it is important to ask yourself these questions to self-evaluate and figure out your strengths and weaknesses.

Appearing to Others

When deciding how you should dress, consider your critical audience. These will be the people who will judge how you dress, and immediately form a perception of you based on that dress. Dress to appeal to those who will be making decisions about you. Recently, Bill Gates, one of the richest men in the world, was called to testify before Congress on Microsoft's business practices. Though he could've worn whatever he wanted, he wore a dark blue suit, white shirt, and red tie, as he was appealing to Congress, who was making decisions about his business. (*For more specifics on dress code, see below*)

When you get older, staying active will become more difficult, and even now it can be challenging to stay active and get enough exercise. Your physical appearance is part of your dress, whether fair or not, so it is important to get on some sort of fitness program. Not only will staying fit aid in your professional appearance, it will leave you feeling more awake and refreshed, which will help you in your career progression. Additionally, you owe it to your family, your friends, your career, and yourself to stay fit and live a healthy, happy life.



Dress Code

When determining dress, it is important to remember your audience. You want to be seen as one who is in charge, so it is important to look professional in all aspects of your career, regardless of function. Different work environments and companies will have different dress expectations, and therefore it is important to see what their expected dress is. **Here are some different dress code attires:**



When interviewing, be sure to **overdress** rather than underdressing and make sure you look professional. If you overdress in an interview, it will not work against you. If you underdress in an interview, it will be very difficult to recover from this mistake.



INTERPERSONAL SKILLS

Interpersonal Skills

There are certain elements of your interpersonal skills that are necessary for you to conduct yourself in a professional, and credible way. We have outlined these below.

Carriage: How you carry yourself is very important in a business environment. You should carry yourself in an upright and confident manner. When walking anywhere, don't walk too slowly or too quickly; move with a purpose and look confident as you walk. When you are walking from one location to another, and you see someone- acknowledge them with a friendly gesture or greeting. Even if you see someone many times in a day, each time you should greet them and show that you know they're there.

Introduction Style: You should always seek out new relationships with those you may not have met yet. When you meet someone, or another person introduces you to them, have a friendly smile on your face, and make eye contact with them. A firm handshake is also very important (though during the COVID pandemic, an elbow bump might do), and be sure to make eye contact during the handshake. While you are introducing yourself, be sincere with the other person, and remember their name for the next meeting.

Etiquette: Etiquette and respect for others contribute a lot to your perceived professionalism. When you are seated or standing, you want to be in a posture that is comfortable, but in command of the situation. Don't slouch or look disinterested. When someone approaches you, regardless of whether you know they are coming to talk to you, get on your feet and be ready to greet them. This shows respect and awareness, which will help your credibility.

Listening

While listening, what you do with your eyes, face, hands, arms, and legs sends signals as to your attentiveness towards others.

What NOT to do when Listening:

- Glancing Sideways (this is interpreted as looking for a more interesting conversation)



- Sighing or Yawning
- Rubbing Chin or Forehead
- Frowning
- Daydreaming
- Looking at the Ceiling
- Cracking Knuckles
- Cleaning Fingernails
- Jangling Change or Keys
- Fidgeting in Chair

What TO DO When listening:

- Make Eye Contact
- Smile at appropriate times
- Nod your head in understanding
- Raise your eyebrows from time to time
- Use expressive hand gestures to show attentiveness
- Tilt your head
- Lean a bit into the discussion

For More on Making Eye Contact:

https://www.canr.msu.edu/news/eye_contact_dont_make_these_mistakes

First Impressions

First impressions are SO important, as they are the first time that another person will have a perception of you. The first thirty to sixty seconds of any meeting is usually what the other person will use to judge and develop their perception of you, so this is a critical time. Making eye contact is one of the main ways to connect with someone for the first time and be sure to give them a firm handshake (or at least an elbow bump). The name exchange is also very important. Your nametag goes on the right side of your dress, and be sure to remember the other person's name. There is nothing better for someone else than hearing their name be acknowledged.

The other person will also likely judge you on your professional appearance, not only including your dress, but also your periphery. This includes your pen, notebook, and briefcase/backpack, so it is worthwhile to invest in some higher quality items, rather than



the bargain deals. That being said, purchase what you can afford, as the highest quality items aren't needed. You can find some very professional-looking items at relatively inexpensive prices at Amazon, Staples, or other office retailers.

When Introducing Others

How you introduce others influences your credibility, and can demonstrate the respect you have for others. When introducing one person to another, introduce the higher-level person first. This shows respect and will help the other person meet the higher-ranking individual. If both persons are on the same level, introduce the one you know the least well first, then introduce the other person. Use each person's professional titles to show respect and professionalism.

Social Interactions

To have a successful social interaction, you first need to be aware of the world around you, as these current events may come up in a conversation. Even if you simply read the news once every day, or even every few days, it will help you become a more aware person, which could help you connect with those around you. When you are in a conversation, try not to dominate the conversation, while remaining a good listener. If another person in the conversation makes a good point, acknowledge it, and compliment them for their point.

The highlight of the conversation is the exchange of ideas and other sentiments between people. To that end, it is important to keep your cell phone in your pocket, or away from your person overall. Unless you are showing the other person something, or checking your calendar, it is **never** acceptable to have your phone on during a conversation.

During the conversation, healthy debate is beneficial for a good conversation. If you disagree with another person's points, do so politely, but never argue with another person. Debate is healthy, argumentation is not. Furthermore, humor can be a key asset to a conversation. If you would like to interject with something witty or funny, it is perfectly fine, but try to avoid crude jokes or profanity.

At different points throughout your career, you will be invited to receptions where there will be a buffet and a bar. Though it may be tempting, try to avoid these tables. When you have a drink and a plate of food, it locks you up, and can prevent you from having



meaningful interactions with others at the reception. The point of these events are to meet people, so be sure you allow yourself to do so, by avoiding foods and drinks that will lock you up.

Office Etiquette

When you finally get the internship, or job position, here are a few guidelines to make your position successful. Each day, be sure to check in and check out to let your employer know you're there. If you're scheduled to be at a job at a set time, try to arrive about five to ten minutes early, and let your boss know you have arrived. This helps with your professional credibility.

If someone's door is closed, it means they do not wish to be disturbed, so even if you just have a quick question, honor that closed door, and return at a later time. Additionally, you may be asked to share an office or other space with another intern/colleague. In that case, be sure to keep your voice down, and respect the space as a place for work while being courteous of other people. Many places will have areas for snacks, and other rooms that can get quite cluttered. If you are in one of these places, be sure to clean up after yourself. It is no one's job but yours, so ensure that each room you enter is cleaner than you found it. If you are asked to attend a meeting, make sure you arrive on time (and try to be five minutes early), which will ensure you are not late and make a bad impression.

If a colleague or another working professional give you a phone call and leave a voicemail, be sure to return the call within **8 hours**. The fact that they called you means they needed you for something, so out of respect for them, try to respond promptly. The same goes for text messages. If another person sends you an email, try to respond to them within **24 hours**. Emails are not as pressing, so allow yourself some more time, but still be courteous and respond out of respect.

Be sure to champion the other people you work with. Compliment them, and acknowledge their successes. If you don't gave anything kind to say to someone else, don't say anything at all. Even one mean or snarky comment can instantly erode your credibility, so remember to remain professional and stay polite. Overall, simply try to be a positive force in your work environment, that works to motivate others to achieve their full potential.



We know this information can be overwhelming and may seem like a lot. It is a bunch of information, but every little thing is SO important when maintaining your professionalism.

When you are working with clients or customers, be sure to remain polite and extend normal courtesies to them. The interactions between clients and professionals are understood to be confidential, and thus, treat them that way. Even if you're at dinner/lunch with colleagues, or at home with your families, keep the interactions with clients to yourself. It is a simple matter of respect for your clients, and you never know who is standing near you who could overhear your conversation.

Digital Correctness

- **Tips for Email:**

- Be Considerate: Try to avoid arguments, criticisms, or delivering bad news in emails. These types of conversations are typically best done in person or over the phone, when the listener is able to understand emotions.
- Be Brief: Try to keep your email brief and deliver only important information over email. Though you are trying to be brief, however, make sure you have said enough so that you are not giving a cryptic message.
- Use the Subject Line: Don't dance around the subject line. Use it to set the tone of the conversation and inform the recipient as to what the message is concerning.
- Watch Your Tone: Tone is very difficult to interpret over email, so be careful as to how your email could be interpreted. Make sure that your email isn't misinterpreted, which could create a miscommunication later on.
- Don't Send Unnecessary Attachments: Be sure that any attachments you send are important for your communication. Unnecessary attachments can be annoying and will clutter your email.

- **Tips for Networking Sites (LinkedIn, etc.)**

- Keep it "True": Make sure that your networking profile is updated at all times. You never know when you may need to look for a new position, and you don't want to spend copious amounts of time updating your profile.
- Quality Over Quantity: Give quality descriptions of the different activities you have become involved in, and be sure to list all quality activities. It is better to



have a lesser number of well-described, wholesome activities listed than a long list of arbitrary activities.

- **Tips for The (Still Important) Telephone:**

- More Personal: The telephone is much more personal email, as you can listen for tone and hear the voice of the other person on the line. *Be sure to listen for tone* to gauge the conversation and watch your tone as well.
- Understand Non-Verbal Communication is Gone: It is important to realize that the person you are talking to cannot look at your face for visual cues, and therefore may miss important tones and parts of the conversation. Understand this.
- Conference Calls: While you are on a conference call, remain muted until you wish to speak. This avoids unnecessary noises such as another person or a dog barking, and ensures you are remaining respectful to the other participants of the call. To that end, be sure that you are devoting your sole attention to the conference call. If you try to multitask, you may miss important information.
- Don't Interrupt: Even though it can be difficult because you can't definitively tell when someone has finished talking, try not to interrupt. A good rule of thumb is to count for about one to two seconds after the other person has finished talking before you start speaking.





- **Tips for Written Communication:**

- Remember to Remain Professional: Even though people can't see you or hear your tone, it is important that you remain professional and polite in all written communication, whether it is a letter or an email.
- Exercise Brevity: Studies have shown that longer documents or emails are harder to follow, so be sure to get to the point, and try to do so early in the written communication.
- Avoid Biases: When writing, it can sometimes be difficult to remain impartial. Don't interject your biases into the written communication. Stay professional and simply state the facts.

Restaurant Etiquette:

How you act in a restaurant can be the difference between closing a deal and not. Oftentimes, in a business situation you will be invited out to a lunch or dinner to continue your discussion, and the other people there will be judging you based on how you act. We have listed some tips for how to conduct yourself properly at a restaurant.

- **Sit Down Simultaneously-** When the waiter shows your party to the table, don't just rush to sit down. Wait until everyone else has arrived at the table, and sit down when they do. This shows respect.
- **Napkin in Lap:** Some people wait until the waiter comes over to place the napkin in their lap. As Bill said, put it in your own lap. This shows your professionalism, and even though it's a small action, it can have a large impact.
- **Your Silverware:** In formal settings, it can be difficult to know which silverware to use for each course. The general rule of thumb is to use your silverware from the outside in. This means that you use the first fork or spoon for the first course, and work inwards towards your plate.
- **Water and Bread:** Even though this sounds trivial, when you are in a formal dining setting, put your glass of water on the right, and your bread on the left. It may sound simple- do it.
- **Passing Food:** Believe it or not, there is a correct way to pass food. When you have the salad bowl, or other shareable food items, first offer them to the person on your left. After they have taken some, or politely declined, pass the plate/bowl to the person on your right.



- **Before Drinking:** Before you take a drink, be sure to napkin your mouth. This ensures no food ends up in your drink or on your face, which would look unprofessional. j
- **Making Toasts:** If you want to make a toast to a fellow diner, or to the occasion, be courteous of the situation. If you aren't the host of the meal, be sure to ask the host for permission to make the toast before you do so.
- **Alcohol:** You want to remain professional at the meal at all times. Because of this, it is highly recommended that you stay away from alcohol, as a precaution.
- **Show Your Appreciation:** Be sure to thank your waiters and servers very often. This humble gesture shows your appreciation, and demonstrates to the others at the meal that you care about those who are helping you. To that end, be sure to check out the *tipping* portion of guidelines at the end.
- **Ordering Food:** Ordering food is one of the most important parts of the dining setting, and can significantly influence your professional image. If someone else has offered to purchase the meal, eat lightly. Though it can be tempting to go for something more expensive since you're not paying, don't be rude, and order something lightly. Some great examples of things to order when someone else is paying are salads, small sandwiches, or an appetizer. Also when you're ordering food, exercise caution with foods that could be considered "messy". These foods, like Spaghetti, Ribs, or French Onion Soup could lead to messes on your clothing which would disrupt your professional image.
- **THE MOST IMPORTANT RULE- Always Tip 20%:** Always tip 20%, regardless of the meal. Unless you have received terrible service, it is a kind gesture to the restaurant staff, and it leaves a good impression on those with you. Be sure to always tip, either with cash or credit card.



Dining Etiquette 101

The holiday season is around the corner, so let's start new traditions by following old traditions. Here are some basic rules of etiquette at a formal table setting:

Salt and/or pepper: They should be passed together, even when only one is requested. Don't season food before tasting it.



Stemware (glasses): Glassware is limited to four (as shown). Wine is poured from the right. Don't overfill glasses.



Place card: Never switch or change seating arrangements already planned by host.

Dessert spoon and fork: When dessert is served with both fork and spoon, the fork is the pusher and the spoon is used for eating.

Bread dish and butter knife: Tear bread into bite-size pieces on the bread plate and butter each piece with butter knife just before you eat it.



Cutlery: The rule is to use it from the outside in. Once a utensil has been used, it should not touch the table again.



Salad fork Fish fork Meat fork

Napkin placement: Once seated, the host takes his napkin, then guests follow and place onto them on their laps.



Flatware: The number of silverware pieces indicates number of courses to be served. A formal dinner consists of seven courses, in this order: soup, fish, sorbet (or palate cleanser), a meat or fowl dish, salad, dessert and coffee.

White wine glass Champagne flute



Meat knife Fish knife Salad knife Soup spoon

EATING SOUP

When eating soup, tilt the spoon away from you.



To get the last bit of soup from the bottom of the bowl, tilt the soup plate away from you.



HOLDING UTENSILS

Knives and forks are held in a relaxed manner.



CUTTING MEATS

When holding the meat knife, place your index finger about an inch down from the handle to help press down firmly. Hold the fork in your left hand, prongs down. Cut only enough food for each mouthful.



PROPOSING A TOAST

The custom of clinking glasses originally was used to drive away evil spirits. If you clink, do so with care, especially with fine crystal. For the most part, simply raise your glass in the direction of the person being toasted. Toasts should be long enough to cover the subject but short enough to be amusing — about a minute.

It may be a nice idea to toast people in their native tongue:

Salud (SA lud): Spanish
Slainte (SLANT tay): Irish
L'chaim (leh KHY yim): Yiddish
Prosit (PRO sit): German
Kanpai (KAHN pi): Japanese
Santé (SAN tay): French/Québec



FINGER FOODS

These are foods you can and should eat with your fingers.



RESTING POSITION

When you take a break from the table, your knife and fork should be crossed in one of the positions shown.

When stepping away from the table, leave your napkin loosely on the chair.



FINISHED POSITION

The dessert spoon should be resting on the saucer and not the cup.

At the end of the meal, the knife and fork should be at the 11 o'clock position.

Wait for the host to loosely place his/her napkin to the left of his/her place setting when the meal is finished.





AWARENESS

Questions To Ask About Your Own Awareness:

- How do you rate your *level of realization* of what is going on in the world?
- How knowledgeable are you in a variety of current events? These can include business, world affairs, politics, sports, movies, books, etc.
- Do you consider yourself *well-read*, or *highly informed*?
- Do you consider yourself a “*Perceptive*” person, who is able to make accurate assessments of people and situations?

When you go to lunch, or a non-formal event with a potential employer, they will most likely talk to you about current events. This “small talk” is so important for that reason, and it is necessary to be perceptive to the world around you so you can engage in this conversation.

Steps for Awareness:

1. **Determine your level of realization for what is going on in the world.** Figure out whether you understand current events or whether you need to do some further research.
2. **Develop a storehouse of knowledge in a variety of current events.** This can be done through reading the news daily, or using the internet to stay up-to-date on everything going on in the world.
3. **Become a perceptive person.** That is, be able to make an accurate assessment of another person or situation.
4. **Be someone others come to.** Develop positions on a variety of issues, and then become someone others can come to if they desire your opinion.



PERSONAL SUBSTANCE/PROFESSIONALISM

Attitude:

Your environment, and the people you hang out with is a judgement of your attitude and your character. Even if this isn't fair, it's what happens. Things will happen to you- it's a part of life. Regardless of your situation, keep a positive attitude, and stay optimistic.

"We can complain because rose bushes have thorns, or rejoice because thorn bushes have roses"- Abraham Lincoln

For More on Attitude: <https://www.youtube.com/watch?v=0tqq66zwa7g>

Integrity:

Your integrity, and how you conduct yourself says volumes about your personality. Above all, it is important to have strong moral values, and a high personal integrity. Try to be a person whom others trust implicitly, and because others trust you, you will receive more privileges because of this trust. Whenever a situation arises, make the conscientious decision to do the right thing, regardless of what it takes.

"In looking for people to hire, I look for three qualities: integrity, intelligence and energy. And if they don't have the first, the other two will kill you"- Warren Buffett

For More on Integrity: <https://www.youtube.com/watch?v=K8kQ2beNztw>

Work Ethic:

First and foremost, to have a superior work ethic, you need to be committed to the mission of the company or organization you are working for. If you aren't committed to the mission, you will have trouble working towards that goal, and thus your work ethic will falter. Emerson's Law of Compensation says you get out of any situation what you put into a situation. Having a good work ethic will ensure you are compensated fairly, and reap the rewards of your projects.



***“Hard work spotlights the character of people: some turn up their sleeves, some turn up their noses, and some don’t turn up at all.”-
Sam Ewing***

RELATIONSHIPS AND TEAM BUILDING

Most successful people have highlighted the relationships they have with their clients and employees as the reason they have succeeded. Building a relationship with clients is vital for any business, and if a business is to grow, it needs to have a good relationship with its employees, without whom, the company wouldn’t thrive. Below are some tips on how to keep good relationships, and how to use your relationships to your advantage.

- **Approaching Others:** Everything you do in life will help you build a network of people. Take advantage of receptions and other events to meet people and build your network. Don’t be afraid of cold calls either. If a person gives you a contact or a name, feel free to reach out and introduce yourself.
- **Extending Courtesies:** Extending courtesies, such as a simple “good morning” or “Thank you” will help build credibility, and create a relationship with whomever you are dealing with. Even if you’re just sending a short email, always say thank you, and have a kind greeting, which will help build character.
- **300X300:** Networking is a big part of your professional career. The average person has 300 people in their network. If each of those people also has 300 people in **their** network, you are one phone call away from **90,000** people who could help advance your career. This is why building relationships with others is so critical, because you never know who could help you in the long run. If you add in the 300 people in the 90,000 other people’s network, there is the potential for 27 million people who could help you, through a series of simple phone calls.
- **Skills for Selling Yourself:**
 - Interpersonal skills (conversational skills)
 - Listening skills
 - Discussion skills
 - Written Skills (Grammar, sentence structure, brevity, persuasion)
 - Oral Presentation Skills
 - Interviewing Skills

For More on Team Building: <https://www.youtube.com/watch?v=XVi-0a90XNA>



WHAT'S YOUR NEXT STEP?

WHAT'S NEXT?

In each of our Masterclasses, we have outlined some action steps that you can take to help develop essential skills that are important regardless of your career path. Here are some simple action steps for our **Personal Credibility Masterclass**, that will help develop the skills needed to have a successful interview.

1. Check out all the links in the workbook to build on your personal credibility skills, and enhance the content Bill presents in his Masterclass. Also, be sure to check out this speech about how to be the best person **you** can be:
<https://www.youtube.com/watch?v=pxBQLFLei70>
2. Complete Bill's self-assessments (below), so that you become more aware of areas you can improve on, and areas that are your strengths.
3. After you've completed your self-assessment, please fill out this survey form:
<https://forms.gle/caAkqdpnYaubozP46> where you will have the option to meet with a Career ConneXions professional to talk about your self-assessment. While you don't have to meet with someone, it is encouraged, and this survey must be completed to earn points within our incentives program.

Thanks for Watching Our Masterclass,
The Career ConneXions Team



What Do Employers Look for in Co-op, Intern, and Full-Time Candidates?

What Employers 'Look' For

- **'Strategic Partners'**
 - *Positive Self Image*
 - *Professional Presence*
 - *Strong Interpersonal Skills*
 - *Awareness*
 - *Personal Substance*
 - *Relationship-Building Skills*
 - *Persuasive Presentation Style*
 - *Networkers*
 - *Leaders of Others*

PERSONAL CREDIBILITY SELF ASSESSMENT

Self Image

- How do you see yourself? _____
- Are you successful, sincere, and considerate? _____
- How might others see you? _____
- What are some of your positives? _____
- Possible negatives? _____
- Ask a close friend to offer their 'candid' opinion of you and state it here: _____
- Do you serve others? _____
- Do you participate in gossip and rumors? _____
- Are you able to rebound from disappointments / rejection? _____
- What is the most hurtful thing that has ever happened to you? _____
- Have you forgiven those who have hurt you? _____
- Have you forgiven yourself for things that you have done in the past that you are not proud of? _____
- Are people attracted to you? Ask your advice? Seek your counsel? _____
- If not, what might be the reason they are not or don't? _____
- Do you exercise integrity in ALL that you do (not just in instances where others can view your actions)? _____



- Do you trust others? _____
- If you could change one thing about you, what would it be? _____
- What are you currently doing to bring about this change? _____

Presence

- Are you comfortable with your level of professionalism and manner & style in important interactions? _____
- Are you aware of current events? _____
- How do you feel when you are asked to present your point of view in a meeting? _____
- Do you review an agenda prior to any meetings? _____
- Do you prepare an agenda prior to meetings where you have a lead? _____
- Do others listen intently when you present your point of view? _____
- Why, or Why Not? _____
- Do you feel persuasive when you present your point of view? _____
- Why, or Why Not? _____
- What type of person tends to gain your full attention and support? _____
- Do you see yourself as being physically fit? _____
- If so, why is this important to you? _____
- If not, why is this not important to you? _____
- Do you consider yourself a champion of others? _____
- Do you feel you have a sense of humor? _____
- Are you considerate of others in meetings? _____
- If you could improve one aspect of your presence, what would it be? _____

Interpersonal Skills

- Do you look forward to events where you can interact with others? _____
- What feelings are conjured up when you are invited to a networking event? _____
- Are you a good listener? _____
- If so, how do you know this? _____
- If not, what seem to be your shortcomings? _____
- Do you sense others are comfortable interacting with you? _____
- How can you tell if they are? _____
- Are you tempted to multi-task when on a phone conversation? _____
- What are some things that bug you when you are trying to carry on a conversation with another person who has less than stellar listening skills? _____
- How are you proactive in meeting others in an unfamiliar environment? _____
- Do you have a 30-second personal bio you can recite to others? _____
- If so, what are some of the highlights that you cover? _____
- What are certain manners that you practice when in an interpersonal forum? _____



- What is one thing you would like to see changed about the way others interact? _____
- How would you like to become more effective at interacting with others? _____

Professionalism

Rating Key: 3=Strong Skill 2=Average Skill 1=Below Average Skill

- Positive Attitude ____
- Someone People Enjoy Being Around ____
- Integrity ____
- Others Trust You ____
- You Hold Things 'In Confidence' Easily ____
- You Have 'Unconditional' Positive Regard For Others' (Just As You Do For Family) ____
- You Respect Diversity, And Work Well With Others Different From You ____
- Empathetic Toward Others ____
- Sincere ____
- Emotional Quotient (E.Q.) (Dealing From The 'Heart') ____
- Exercise Tact & Diplomacy In Dealing With Difficult Situations ____
- Strong Work Ethic ____
- Self-Disciplined ____
- Self-Motivated ____

How Might Others Describe You Related To Personal Substance & Professionalism?

Relationship & Team Building Skills

Rating Key: 3=Strong Skill 2=Average Skill 1=Below Average Skill

- Seen as a 'CONNECTOR' (Seemingly knows everyone) ____
- Proactive In Approaching Others (Receptions; Cold Calls; Socially) ____
- Understanding Different Personalities ____
- Interacting With Those Personalities Different From Yours ____
- 'Networking' With Others ____
- Taking A 'Helpful' Attitude Toward Others ____
- A 'Champion' Of Other People ____
- Continually Focused On Establishing A Network ____
- Politically Astute, But Not Political ____
- Advisor / Counselor ____



- Seen As A Mentor ____

Comment On How Others Might View You From A Relationship-Building Perspective:

Presentation Manner & Style

Rating Key: 3=Strong Skill 2=Average Skill 1=Below Average Skill

- Interpersonal Skills (One-on-one; Conversational; Comfort) ____
- Listening Skills...listening With 'Sincerity' ____
- Facilitating Meetings, Group Discussions, Role Plays ____
- Written Skills (Grammar; Sentence Structure; Persuasion) ____
- Client Servicing (Interactions; Listening; Clarity; Brevity) ____
- Formal Oral Presentations (Manner & Style; Impact; Persuasion) ____
- Aware of Current Events in a Number of Areas ____
- Interviewing For Talent (Questioning; Probing; Effectiveness) ____
- Reception Interactions (Comfort; Networking; Proactive) ____
- Vocabulary (Strength; Impact Words; Sound Bites) ____

Describe How You Feel You are Perceived In Settings Where You Must Present Your Self, Your Ideas, Your Services...and How Comfortable You Are In Doing So:

Goal Setting

All The Goals You Would Like To Achieve Before You Retire

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.



- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

Priority Ranking Of The Goals You Have Listed

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.



- 20.
- 21.
- 22.
- 23.
- 24.
- 25.

Select The 'Top Three (3)' Goals From The Above Ranking

- 1.
- 2.
- 3.

Focusing on more than three (3) goals at one time leads to confusion and disappointment. Keep your focus on three, at the most. Once you have achieved one of these top three goals, replace it with another.