**İSÜ** İSTİNYE ÜNİVERSİTESİ How to make a great first impression?

# How to make a great first impression?



- We all know that the first impression is extremely important. The person we meet usually evaluates us in the first few minutes and makes a decision about us. Unfortunately, these decisions do not change easily.
- So how can we create a strong and good first impression in a new environment or on people we just met?

## How to make a great first impression?

- In his book "Blink", Malcolm Gladwell says that the first impression is generally permanent and accurate and compares the time taken for the first impression to a thin slice of bread.
- According to Gladwell, if that thin slice of bread is delicious, we believe that the rest of the bread will also be delicious.

Malcolm Gladwell

FIENDISHLY CLEVER' EVENING STANDARD

The Power of Thinking without Thinking

Blink



#### 1. Clothing:

The models, colors, patterns, styles and brands we wear carry clues about us.

#### **2.** Body language:

Our stance, our walk, the way we use our hands

#### 3. Speech:

Tone, emphasis, harmony are important. It is recommended not to engage in long and very serious conversations at the first meeting.

#### 4. Eye contact:

The duration of eye contact is as important as whether it is eye contact or not.



#### 5. Smile:

A warm and sincere smile always makes a good impression.

#### 6. Communication skills:

It is necessary to know how to listen as much as talking and to ask questions on the spot.



#### 7. Individual distance:

The distance you put between people, hand contact, etc. need to be careful about.

#### 8. Handshake:

A strong but not overwhelming handshake is important.



#### 9. Politeness:

Remember, people always remember those who made them feel good.

**KEEP** CALM AND BE POLITE

**10. Be positive:** A positive outlook on life is often contagious and the other person starts to be positive too.



