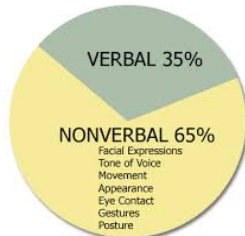


## Great Tips for Building Your Personal Brand

### 1. Broadcast your mood and level of confidence with positive body language



***Remember your body language makes up 65% of the first impression you make!***

- Keep your arms loosely at your sides with your right hand free to shake hands. If you are carrying a drink keep it in your left hand to avoid a cold wet handshake.
- Do not put your hands in your pockets. People may be wondering what you are hiding.
- Do not put up a "roadblock" by folding your arms across your chest. This posture indicates resistance and shyness.
- Always stand up to meet and greet – say "hello" not "hi".
- Maintain eye contact while shaking hands and greeting someone – do not tilt your head, look to the ground or glance around the room, for example, in a social setting with supporters this may show you are either disinterested or bored.
- Do keep a "hands-off" posture except to shake hands, no casual touching.

### 2. Deliver a world-class handshake



- Shake hands when meeting someone for the first time, at chance meetings and for all farewells.
- Extend your hand with your fingers together and your thumb up. Shake **firmly** from the elbow with two smooth pumps. A web-to-web action.
- Do not offer the "fingerella"-weak handshake or a "terminator"-crushing handshake, with either women or men.

### 3. Introduce yourself with your full name

- Do not be shy by holding back in a crowd and wait to be introduced.
- Do say your full name when introducing yourself.
- Say, "Hello I am..." - speak clearly and look directly into the eyes of the person you are meeting.
- Look at each person as you say his or her name to project confidence – "I would like to introduce you to >>>> Mr. Shane Flanagan, our Head Coach"
- Response - "it is very nice to meet you".
- Remember people's names.

- Wear your name tag/badge on the right hand-side of your jacket/shirt so others have a clear line of sight to your name.
- Remove your sunglasses and put your mobile phone out of sight.

#### 4. Ask open-ended questions



- The key to good conversation is to listen – be open, interested and attentive.
- To start conversations ask open and simple questions (**questions that cannot be answered with a yes or a no**) for example, "how did you get involved with the Sharks?"
- Close the conversations by shaking the person's hand and saying "I enjoyed talking with you" or "it was nice meeting you" rather than just drifting away after the conversation.
- Make eye contact because it tells the other person you are listening and interested.
- Do not brag about your cleverness, good luck and successes.
- Be interested in the other person and let them do most of the talking – do not interrupt.
- Decline invitations politely - say "Thank you for your kind invitation. I am sorry on this occasion I am unable to join you." "Have a great time celebrating your birthday"

#### 5. Test your mingling skills and get to know more people



- Do not spend the evening in a corner talking to your teammates and friends.
- Do not rush to the bar or food when you walk in the door. Slow down and introduce yourself to people in the room.
- Circulate in a room full of people and approach a group and say **"May I join you"** followed by introducing yourself with your full name.
- When you are ready to exit the conversation introduce someone to another person before moving on to mingle with others.
- Do not tell jokes that involve sensitive subjects like race, religion and sex.
- Do not say "no problem" when someone says thank you. Never use this as a substitute for saying "You are welcome" or "I am pleased to help/join/meet you/talk with you".