

Case Study on Impression Management

The Case Study:

Michelle Ross is new at the workplace. She is the youngest person to be ever hired at the firm and she is working under the highly reputed partner Harriet Specter. Michelle is facing a lot of pressure since the firm she works for is one of the best firms in the city and has high profile clients. The work that she handles will ensure if the name and reputation of the firm is upheld. The managing partner of the firm has not yet been convinced as to how efficient Michelle is. And Michelle's colleagues are also sceptical. They are both jealous and think that Michelle lacks the experience to do this job. Michelle's work is highly dependent on teamwork and if everyone treats her in this way, then achieving anything would be extremely difficult. Everyone also thought she was weak and never treated her as an equal. She was always singled out and felt that everyone picked on her whenever they got the chance.

To coerce her colleagues, she started talking sweetly to each one of the people she was assigned to work with. People started liking her and engaged more with her. She felt her value in the eyes of her colleagues increased as the bond between them got better. In one instance, she shocked a co-worker with her skills. And at that time, she thought of it as a great opportunity to mention her background to build a good image of herself without creating an image that she was trying to boast about. She mentioned her experience in the field and her exceptional academic track record. She had never mentioned it before, so her co-worker didn't think it was her attempt to boast.

While working on a project, she made a minor mistake, and the managing partner summoned her. Instead of blaming it on someone else, she accepted her mistake and said that she would work hard to correct this. After that meeting, she did not take a leave, always arrived on time, and dedicated herself entirely to her work. Her managing partner was highly impressed seeing her discipline and principles.

Slowly Michelle started making a place for herself at the firm. However, she still felt that she could have done it.

Question: How does Michelle use impression management to get work done? Do you think it is the right way to work?

Michelle succeeds at work by being friendly, showcasing her skills, taking responsibility for mistakes, and working hard. For instance, she talks nicely to colleagues, impresses them with her abilities, admits when she's wrong, and stays dedicated to her job. This approach helps her build a positive image and thrive in the company.