

# Jump-Start Your Credibility from a Tenth of a Second

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# Initial *vs.* Acquired

- Confident posture
- Speaking audibly & clearly
- Eye contact
- Positive & friendly demeanor
- Dress nicely

# Types of Acquired Credibility

- Rank
- Image
- Expertise
- Common Ground
- Goodwill

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# Image

- Notebook & pen instead of laptop
- Show up early
- Limit cell phone use

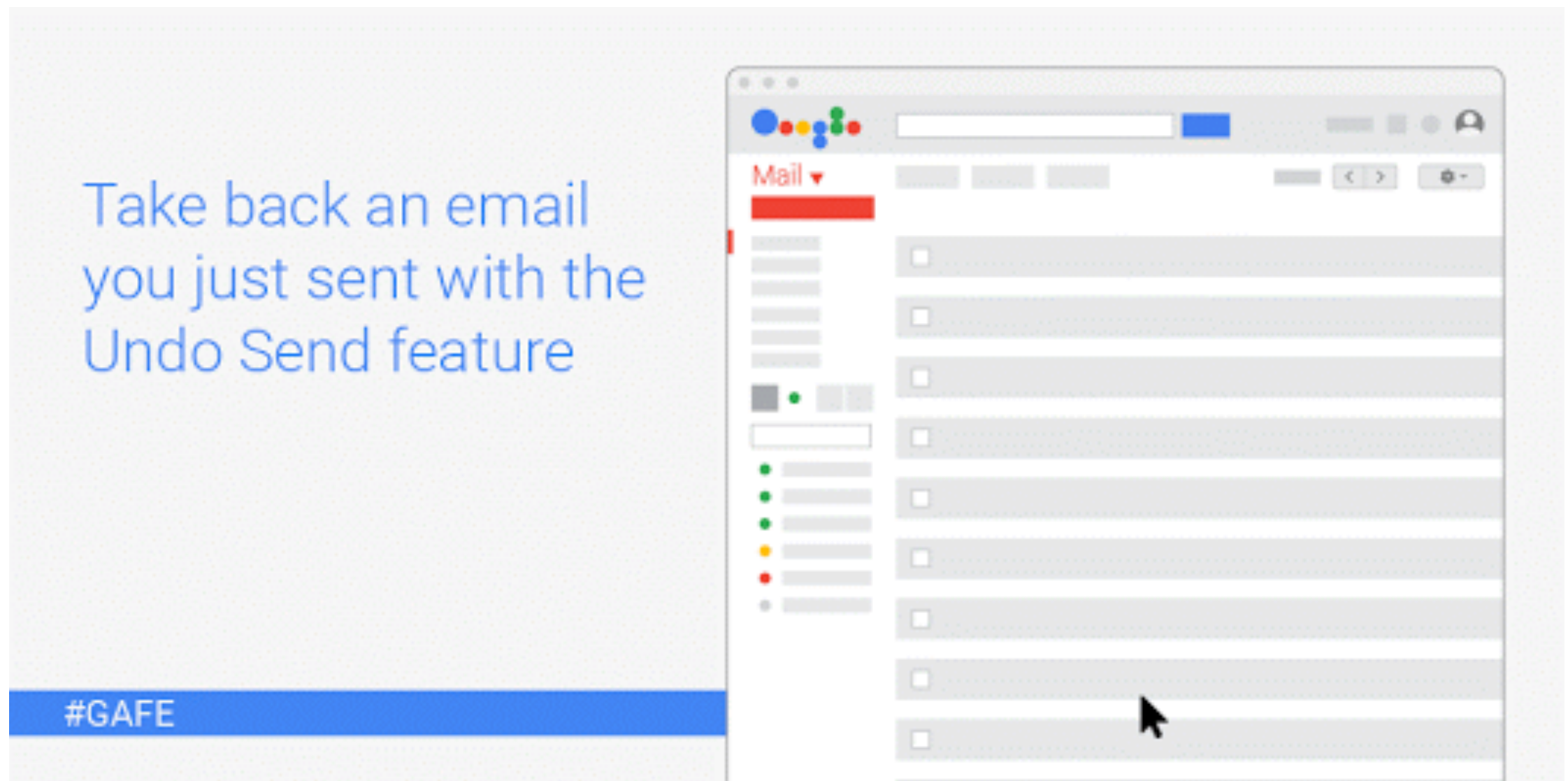
# Image

- Grammarly



# Image

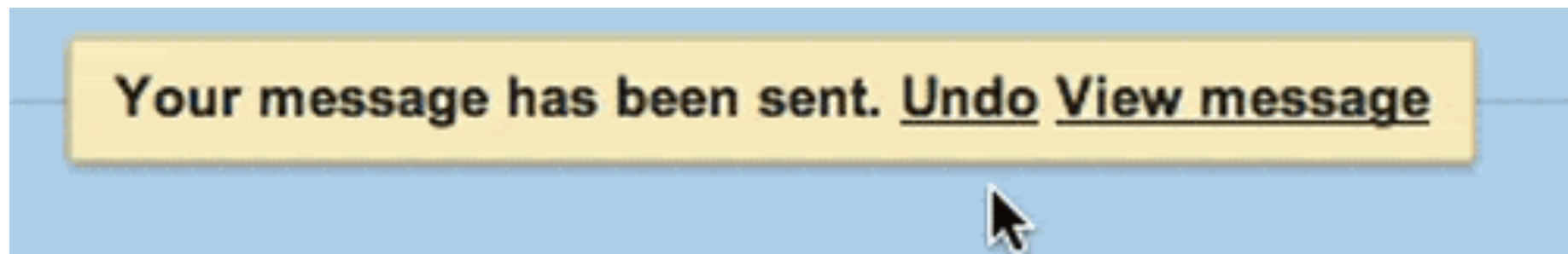
- Gmail “undo send”



(Image Source: <https://plus.google.com/+GoogleforEducation/posts/bZcgNszRT7U>)

# Image

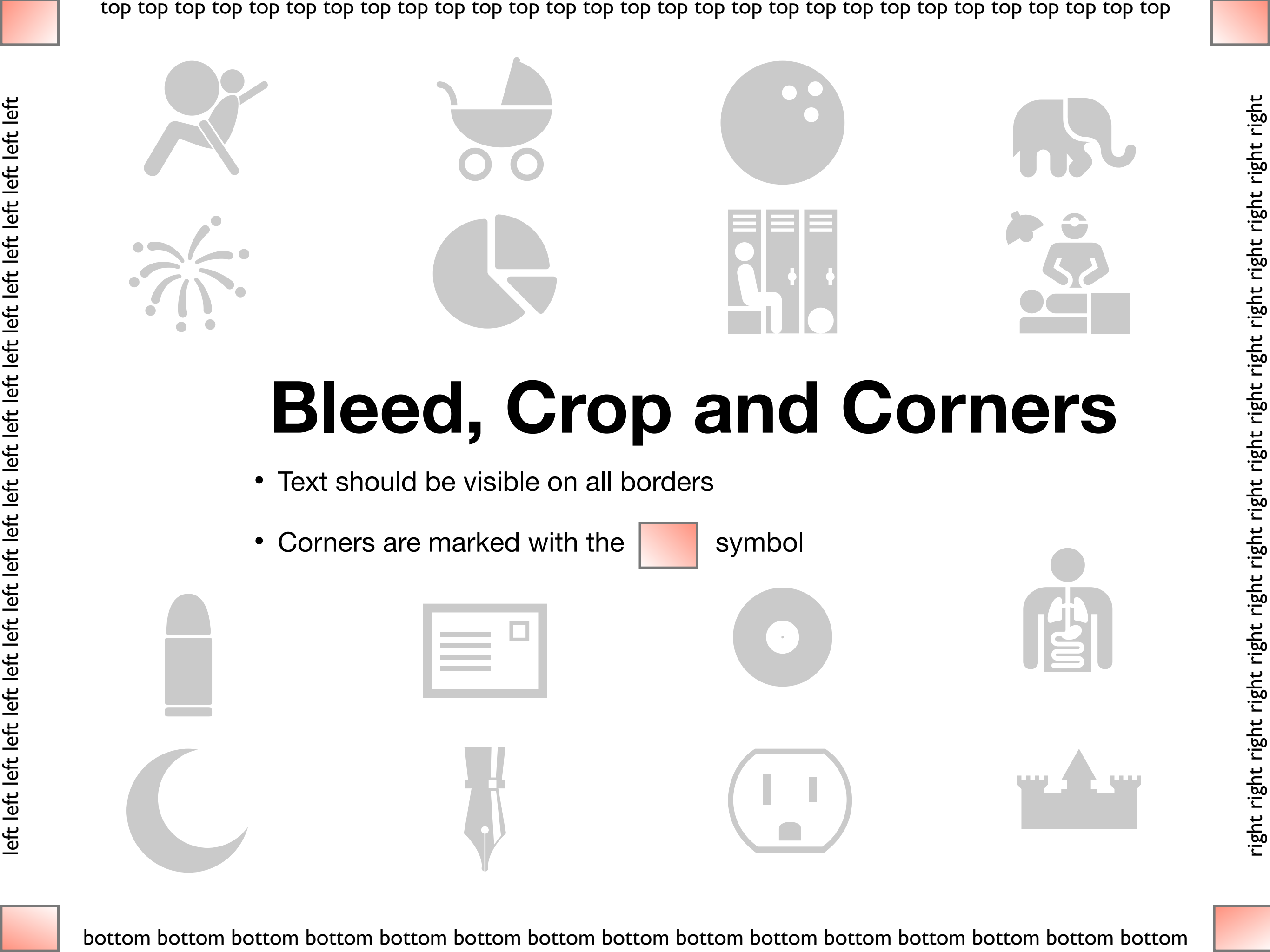
- Gmail “undo send”






# Image

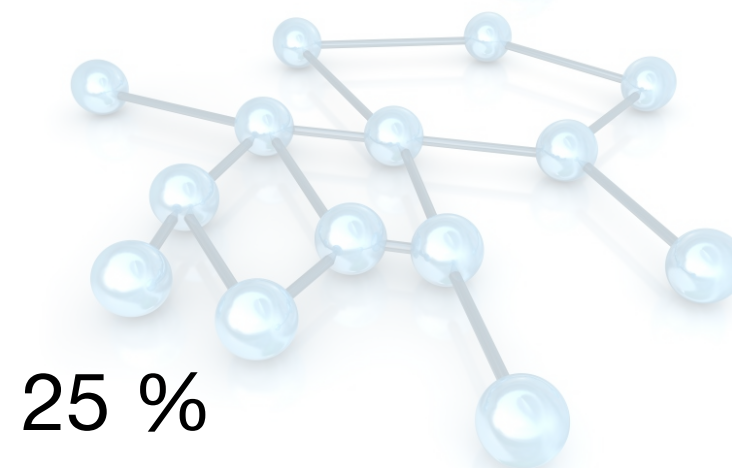
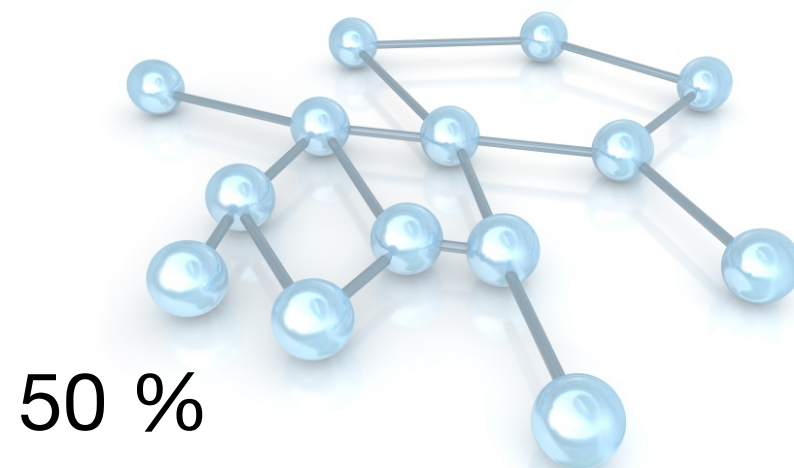
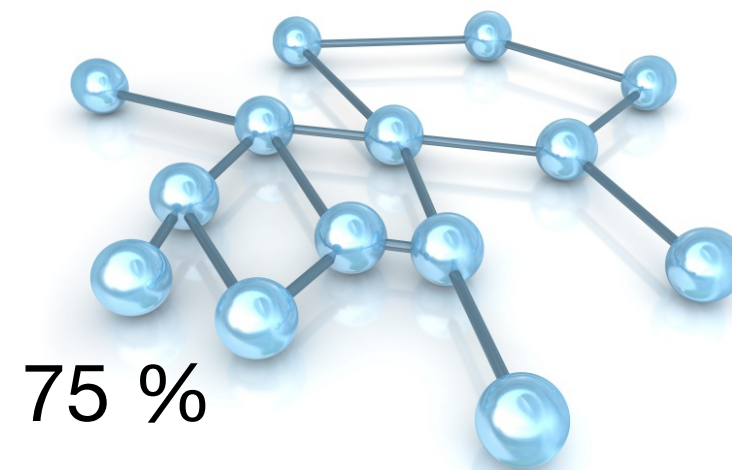
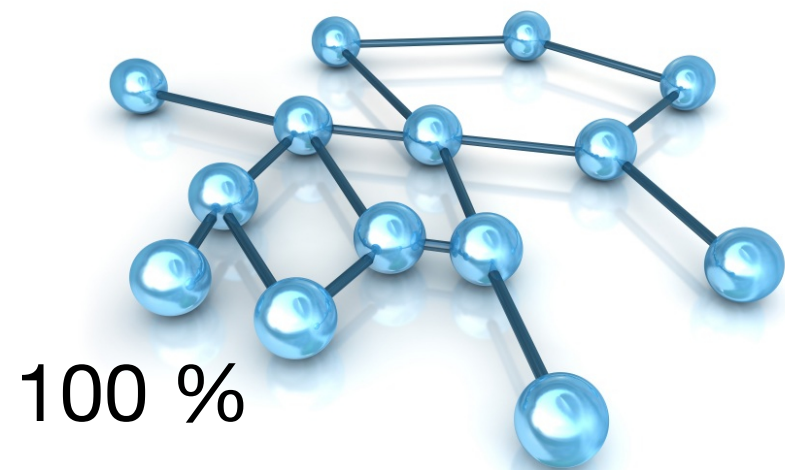
- Projector Sanity Test  
([www.presentationpatterns.com/resources](http://www.presentationpatterns.com/resources))



# Bleed, Crop and Corners

- Text should be visible on all borders
- Corners are marked with the  symbol

# Image Contrast

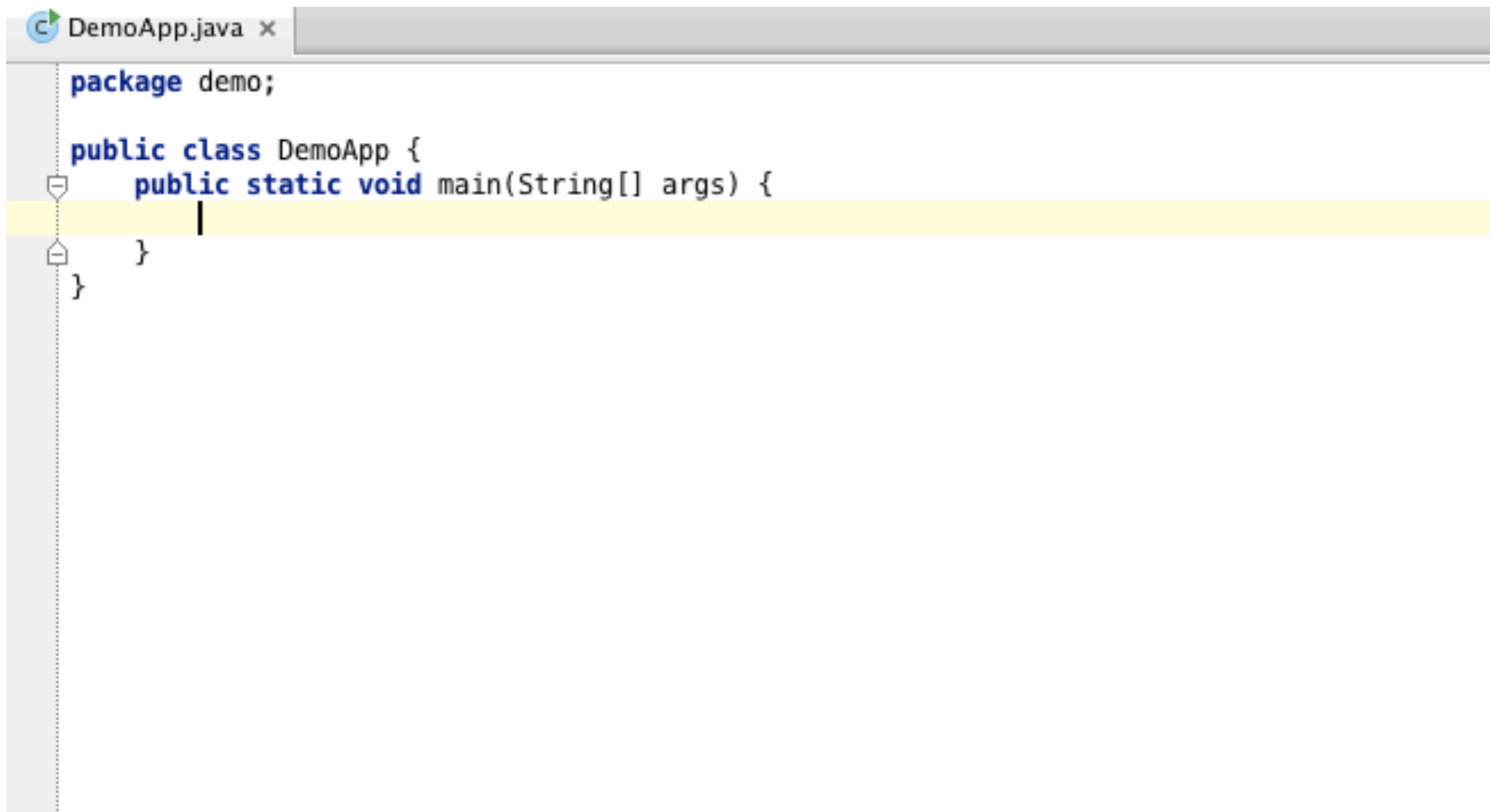


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# Expertise

- IDE Shortcuts



(Image Source: <https://blog.jetbrains.com/idea/2014/03/intellij-idea-13-1-rc-introduces-sublime-text-style-multiple-selections/>)

# Expertise

- IDE Shortcuts

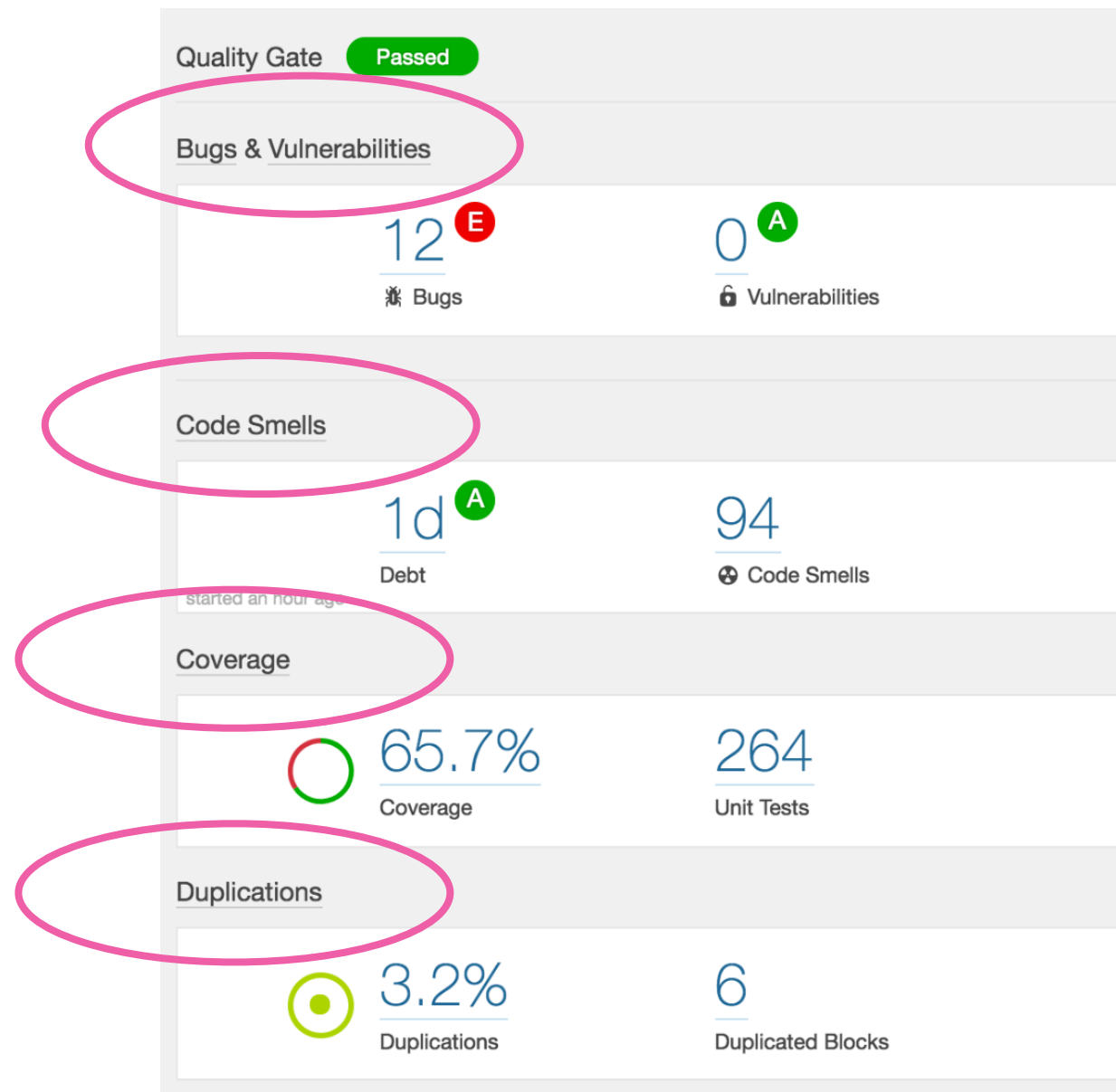
Shortcut Trainer (IntelliJ Plugin)

Key Promoter (IntelliJ Plugin)

[www.shortcutfoo.com](http://www.shortcutfoo.com)

# Expertise

- SonarQube Plugin



# Expertise

- Take ownership
- Introduce experience
- The “2-minute story”



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# Common Ground

- Goals
- Background
- Interests
- Likeability

# What Matters

- You are *focused*
- You are *trying*
- You *care*

# Types of Acquired Credibility

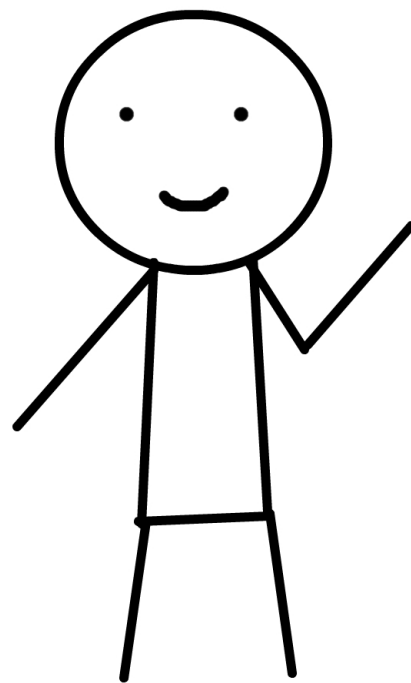
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# Goodwill

- Onboarding quickly
- Learn names

# Baker-Baker Paradox

Group 1



He is **Thomas Baker**

Group 2



He is a **Baker**

# Goodwill

- Onboarding quickly
- Learn names
- Develop relationships

*"I've learned that people will forget what you said,  
people will forget what you did,  
but people will never forget how you made them feel."*

–Maya Angelou  
(Poet, Civil Rights Activist)



# Continuous Improvement

- Mentor
- Manage expectations
- Elicit (critical) feedback
- Gracefully share successes
- Reflect

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Thoughts or Questions?

# Thank you!



**ThoughtWorks®**

# Tools Referenced

- Grammarly
- Gmail undo send
- Projector Sanity Test
- Shortcut Trainer (IntelliJ)
- Key Promoter (IntelliJ)
- www.shortcutfoo.com
- SonarQube

# References

- Some Explorations in Initial Interaction and Beyond: Toward a Developmental Theory of Interpersonal Communication
- Understanding Uncertainty Reduction Theory
- Appearing Smart: The Impression Management of Intelligence, Person Perception Accuracy, and Behavior in Social Interaction.
- First Impressions: Making up Your Mind after a 100-Ms Exposure to a Face
- *Moonwalking with Einstein*
- *The Dynamics of Persuasion*
- *How to Win Friends and Influence People*
- *Thinking, Fast and Slow*
- Zimmerman, Sarah. "Credibility." BCOM 524: Persuasive Management Communication, Ross School of Business, University of Michigan, Ann Arbor,