CORPORATE CLASS INC.

PROFESSIONAL PRESENCE

ENHANCE YOUR PRESENCE AND CAREER SUCCESS

ST. ANDREW'S COLLEGE

October 2025

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OUTLINE

First Impressions

Personal Branding

Body Language

How to Network

Dining Etiquette

Appearance

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The reasons why you…

- keep a job
- get a promotion
- win a new client

?%

Technical skills

?%

Interpersonal skills

*Harvard Business Review

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The reasons why you…

- keep a job
- get a promotion
- win a new client

15%

Technical skills

85%

Interpersonal skills

*Harvard Business Review

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PROFESSIONAL PRESENCE

The ability to ***connect authentically***, build ***confidence*** in others, and ***inspire*** and ***motivate*** people into action.

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PROFESSIONAL PRESENCE

How you show up and…

- Command any room
- Remain poised and calm in any situation
- Stand out when you speak
- Remain present in the moment

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SELF-LEADERSHIP

“

Self-Leadership
is having a ***developed sense of who you are***,
what you can do, where you are going, coupled with the ability to
influence your communication, e motions and behaviour on the way to getting there

”

Bryant & Kazan

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SELF-LEADERSHIP

SELF-AWARENESS

Internal - knowing your intentions and values, as well as knowing what can push your buttons and derail you. External – knowing your impact on others and how they perceive you.

SELF-DISCIPLINE

Our ability to have a strong personal will, self-regulate and manage our mental and emotional state. Being responsible for our thoughts, emotions, behaviors, and actions.

SELF-CONFIDENCE

Knowing your strengths and abilities.
As we take actions and develop skills, we become more confident.

SELF-COMPASSION

Most of us approach change with self-criticism, which ensures we never change. When we have compassion for ourselves, we can learn about ourselves with understanding, kindness, and self-acceptance.

FIRST IMPRESSIONS

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FIRST IMPRESSIONS: GROUP EXERCISE

1. Think of a person you met recently who made a good impression on you
2. Think of a person you met recently who made a negative impression on you
3. Describe each person's behavior
4. Think of a time when you created a positive impression
5. How were you feeling that day?
6. Think of a time when you created a negative impression
7. How were you feeling that day?

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FIRST IMPRESSIONS INFLUENCED BY 4 VARIABLES

LIKEABILITY

CREDIBILITY

POWER

APPEARANCE

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Game Theory

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POWER: SHOWING UP CONFIDENTLY

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BUILDING YOUR PERSONAL BRAND

"A personal brand–a special promise of value that sets you apart."

Tom Peters

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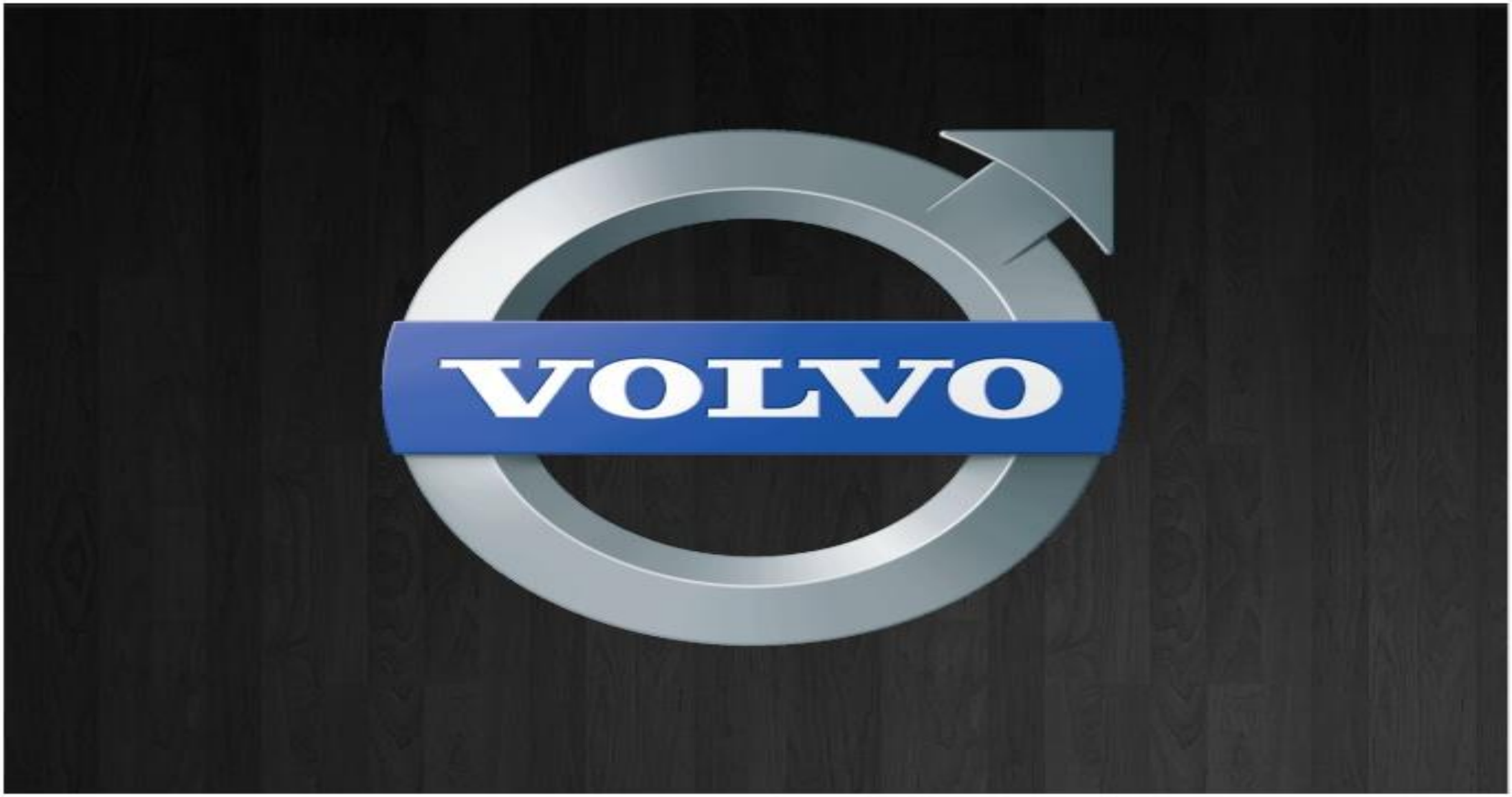

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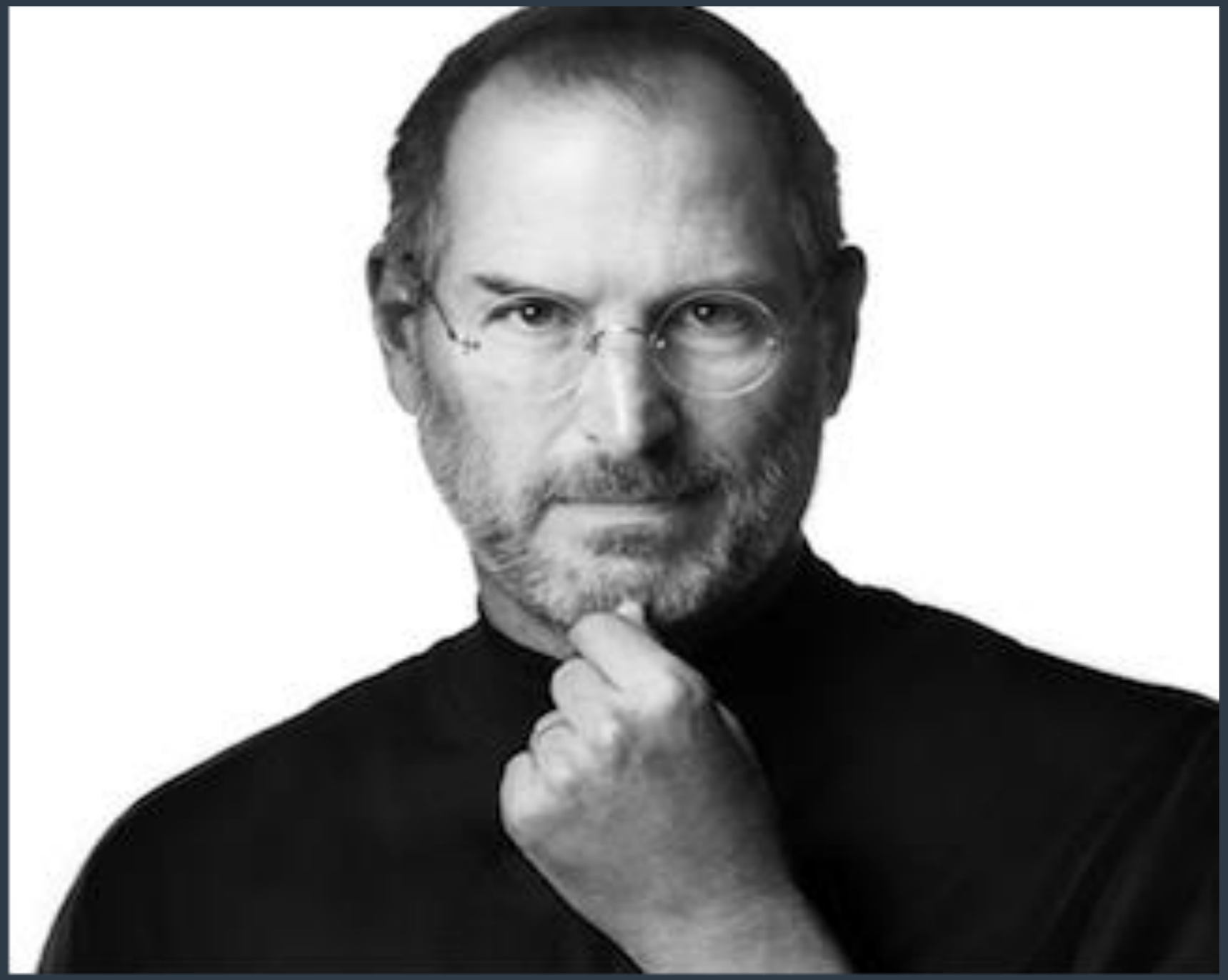

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IT TELLS YOUR AUDIENCE 3 THINGS…

Your Personal Brand is
YOUR unique promise of VALUE!

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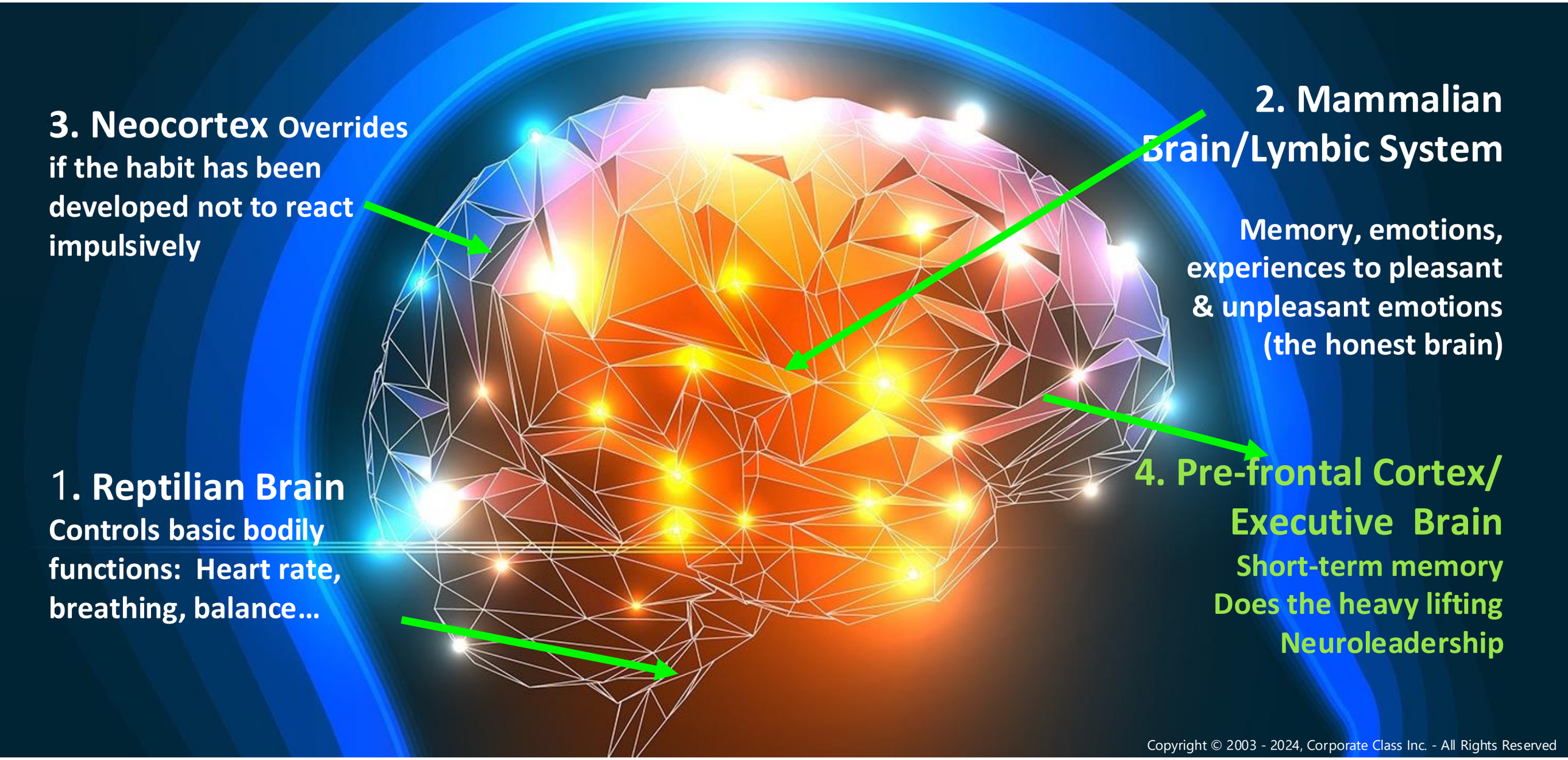
THE EXECUTIVE BRAIN



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Personal Brand is what people say about you when you're not in the room.

Jeff Bezos, Founder Amazon

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1.

EXTRACT

2.

EXPRESS

3.

EXUDE

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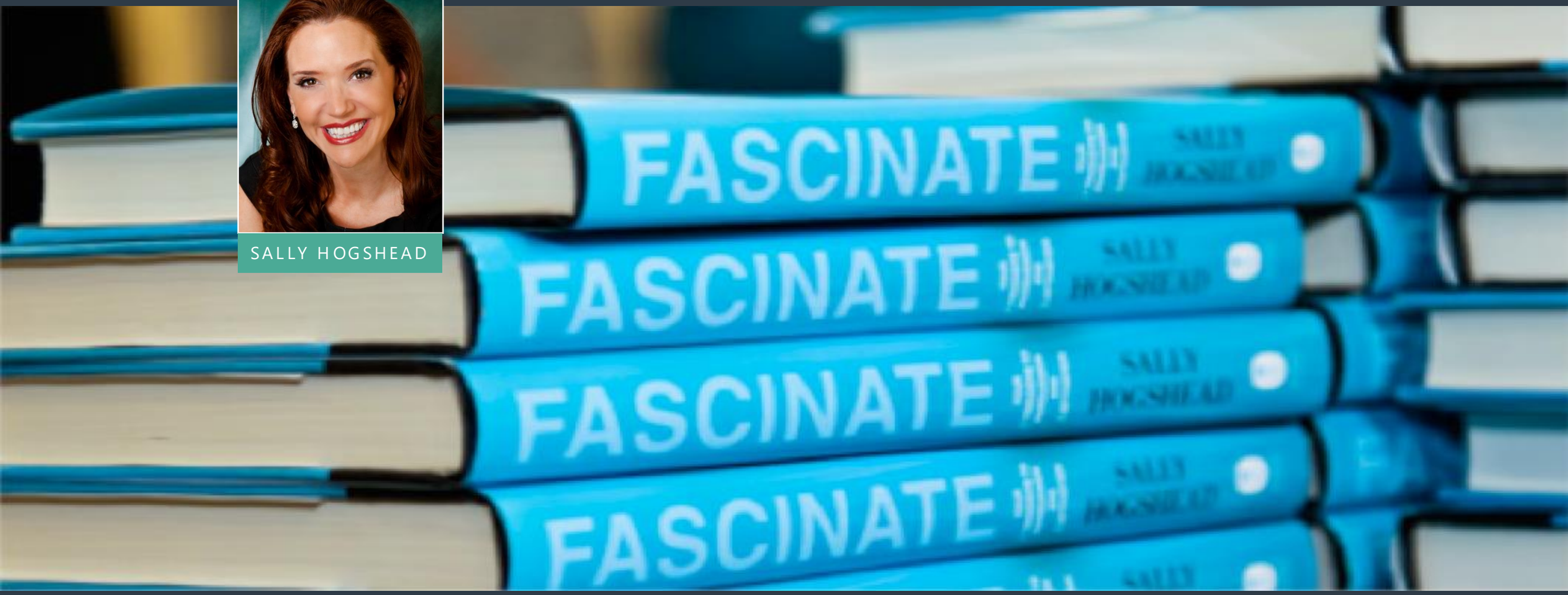
HOW DO YOU FASCINATE PEOPLE?

SALLY HOGSHEAD



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7 WAYS TO ADD VALUE

How the world sees you

INNOVATION	INNOVATIVE PROBLEM-SOLVER
PASSION	RELATIONSHIP-BUILDER WITH STRONG PEOPLE SKILLS
POWER	A LEADER WHO MAKES DECISIONS
PRESTIGE	OVERACHIEVER WITH HIGHER STANDARDS
TRUST	STABLE, RELIABLE PARTNER
MYSTIQUE	SOLO INTELLECT BEHIND THE SCENE
ALERT	PRECISE DETAIL MANAGER

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EACH OF US COMMUNICATES WITH A UNIQUE LANGUAGE

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BUILDING YOUR ANTHEM

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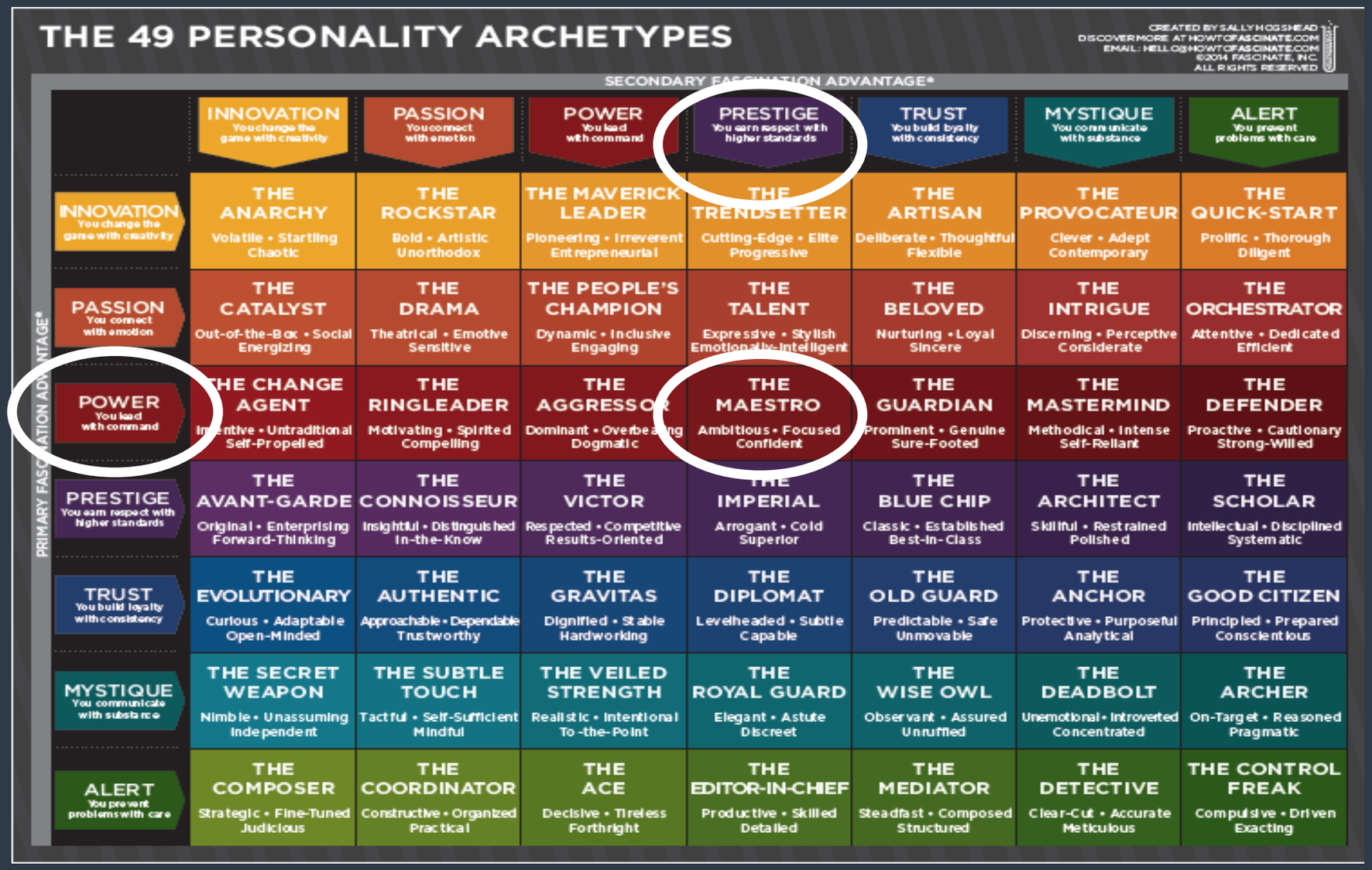
FASCINATION ADVANTAGE ARCHETYPE: THE MAESTRO



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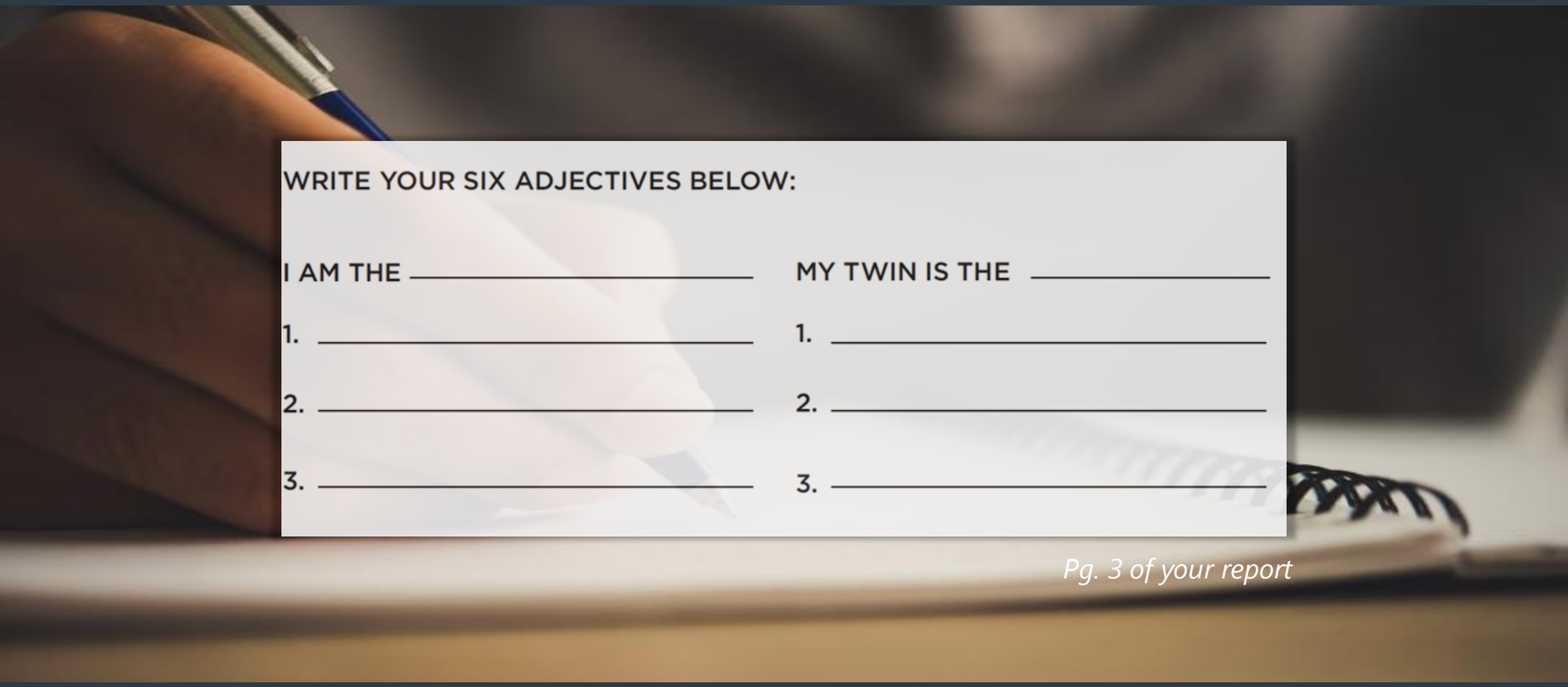
BUILDING YOUR ANTHEM



WRITE YOUR SIX ADJECTIVES BELOW:

I AM THE _____

1. _____

2. _____

3. _____

MY TWIN IS THE _____

1. _____

2. _____

3. _____

Pg. 3 of your report

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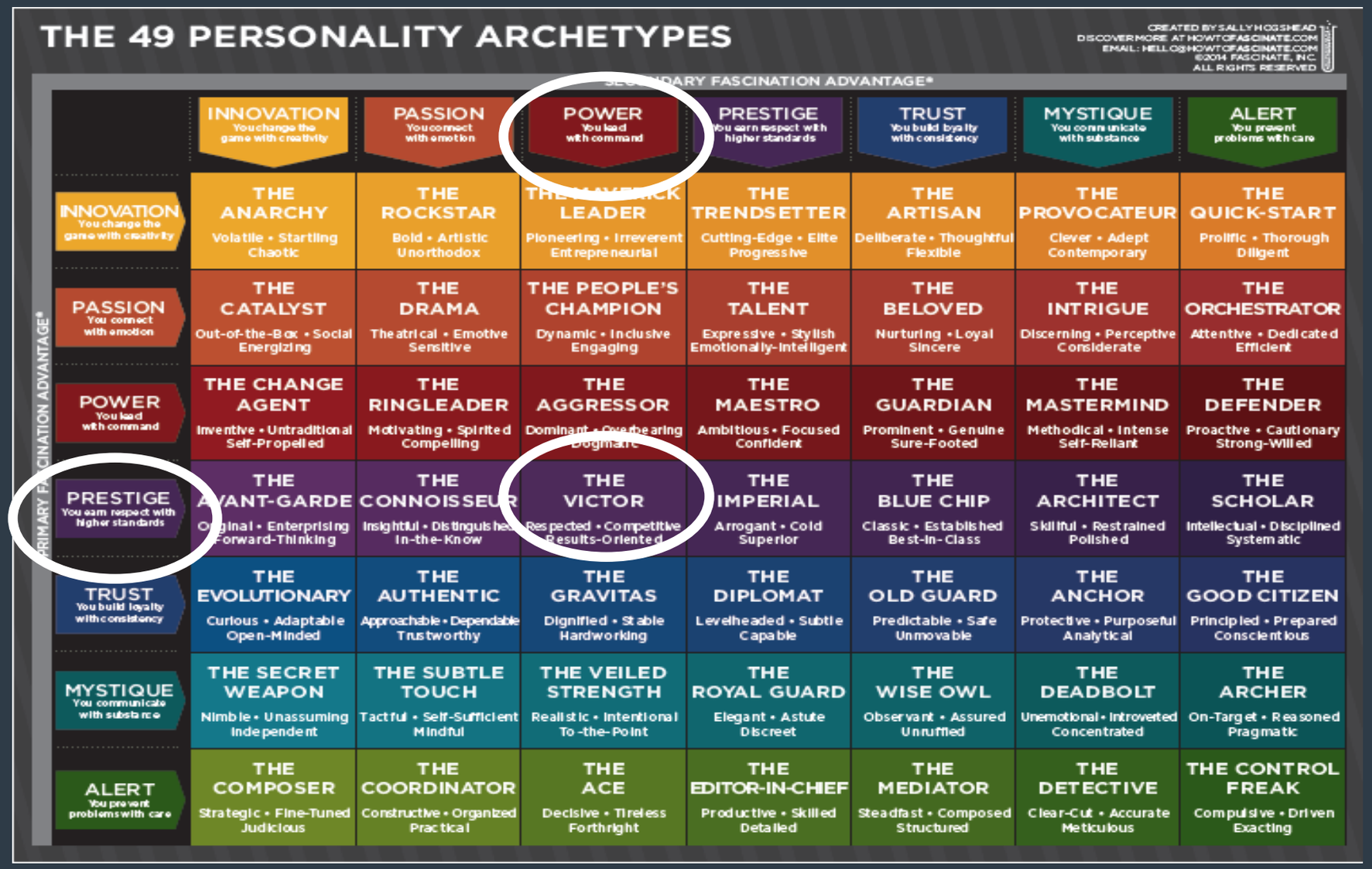
FASCINATION ADVANTAGE TWIN: THE VICTOR



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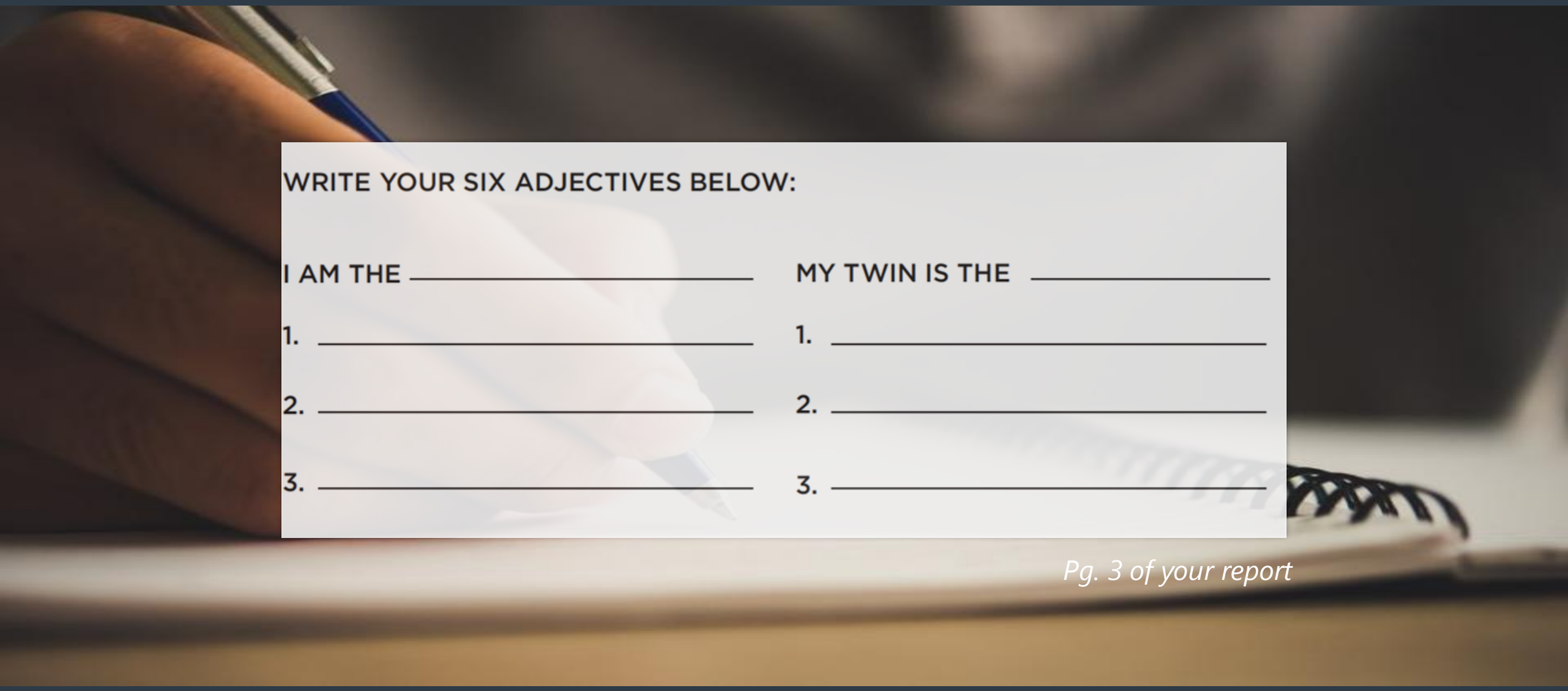
BUILDING YOUR ANTHEM



WRITE YOUR SIX ADJECTIVES BELOW:

I AM THE _____

1. _____

2. _____

3. _____

MY TWIN IS THE _____

1. _____

2. _____

3. _____

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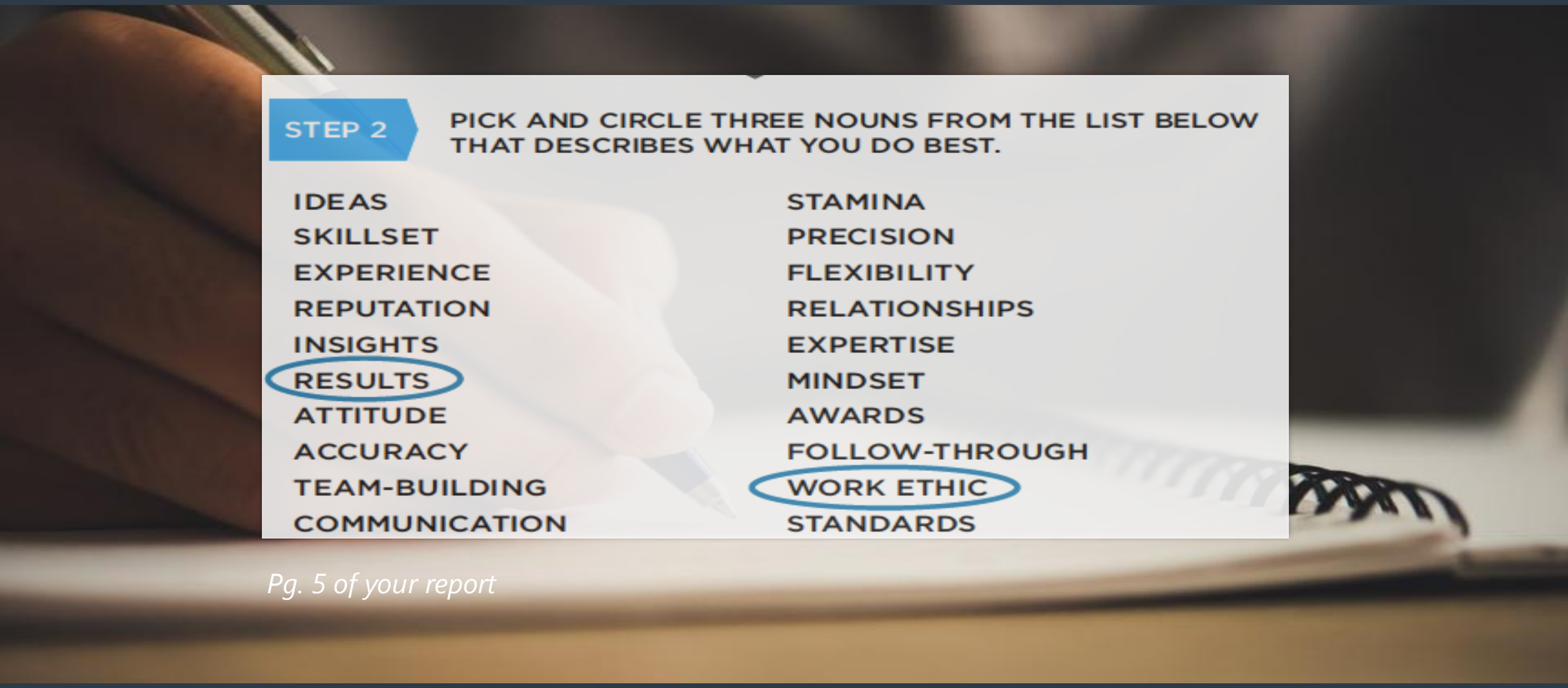
BUILDING YOUR ANTHEM



STEP 2

PICK AND CIRCLE THREE NOUNS FROM THE LIST BELOW THAT DESCRIBES WHAT YOU DO BEST.

IDEAS	STAMINA
SKILLSET	PRECISION
EXPERIENCE	FLEXIBILITY
REPUTATION	RELATIONSHIPS
INSIGHTS	EXPERTISE
RESULTS	MINDSET
ATTITUDE	AWARDS
ACCURACY	FOLLOW-THROUGH
TEAM-BUILDING	WORK ETHIC
COMMUNICATION	STANDARDS

Pg. 5 of your report

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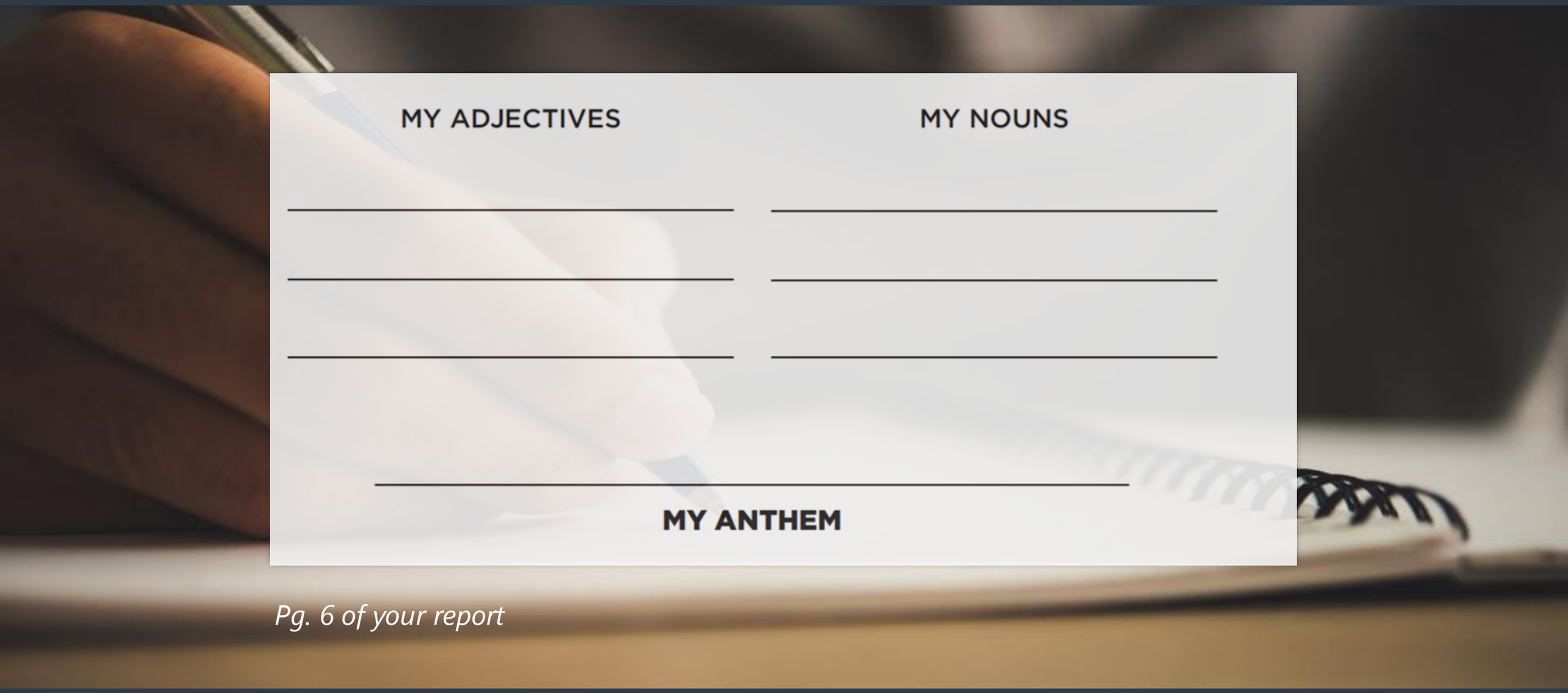
BUILDING YOUR ANTHEM



MY ADJECTIVES	MY NOUNS
_____	_____
_____	_____
_____	_____
_____	_____

_____

MY ANTHEM

Pg. 6 of your report

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BUILDING YOUR ANTHEM

My distinct value is my ability to deliver...

Example:

AMBITIOUS	WORK ETHIC
FOCUSED	RESULTS
RESPECTED	INFLUENCE

AMBITIOUS RESULTS.

Pg. 6 of your report

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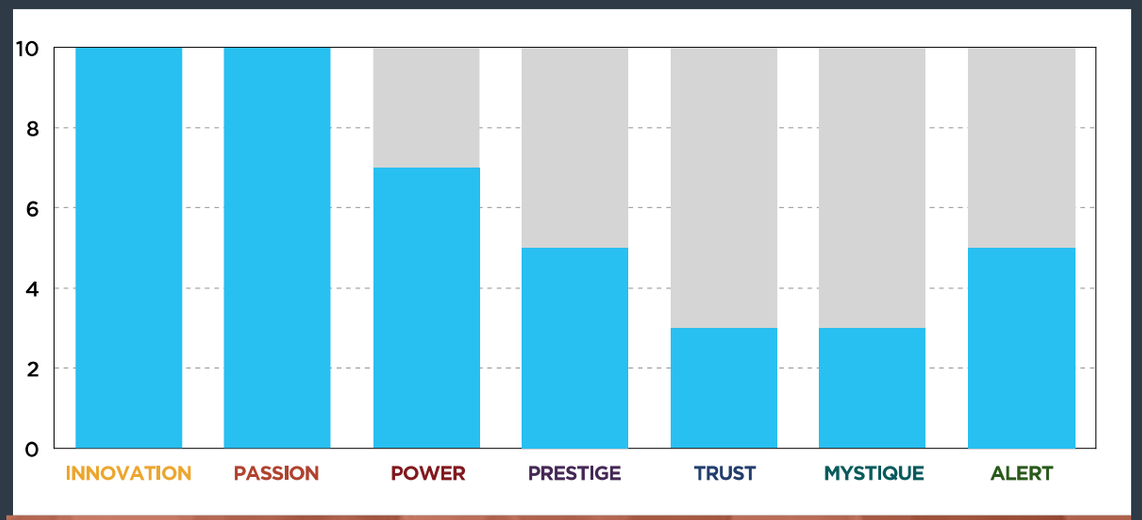
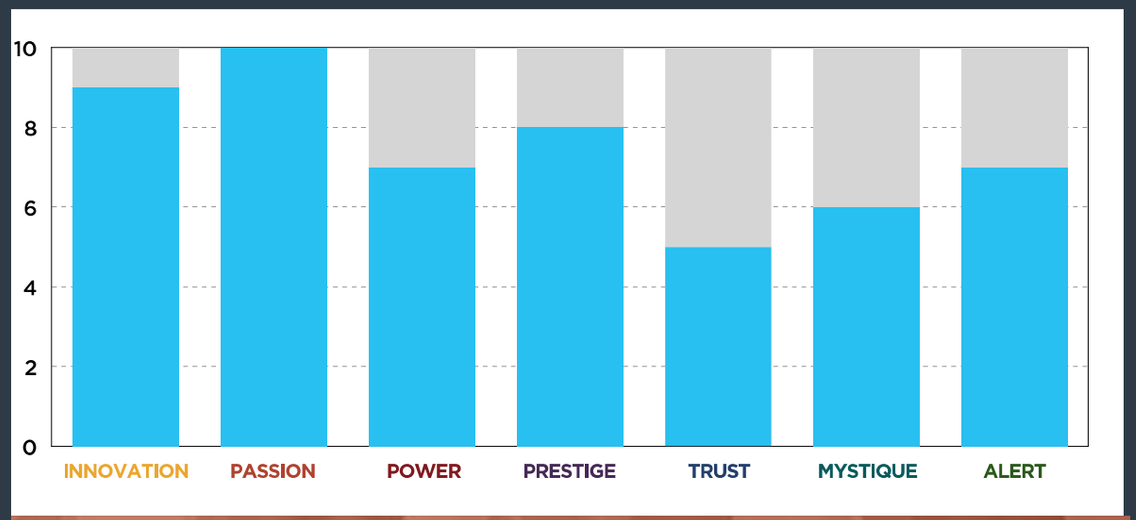
DETERMINE YOUR TERTIARY ADVANTAGE



SALLY IS A **CATALYST**



KARA IS ALSO A **CATALYST**

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PRIMARY ADVANTAGE: WHAT YOU DO

Primary Advantage	My distinct value is my ability to …
Innovation	Innovate with new and creative ideas.
Passion	Build connections and strong relationships.
Power	Lead with authority and confidence.
Prestige	Exceed expectations by setting high standards.
Trust	Earn loyalty as a consistent and familiar presence.
Mystique	Take thoughtful action and design logical solutions.
Alert	Incite immediate action by keeping an eye on potential negative consequences.

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SECONDARY ADVANTAGE: HOW YOU DO IT

Secondary Advantage	I deliver this by…
Innovation	Embracing opportunities and changing the game by valuing creativity and cutting-edge thinking.
Passion	Building an emotional connection, strong relationships and inspiring engagement.
Power	Leading through confident decision making and forward moving action.
Prestige	Setting high standards, motivating through a competitive spirit and being conscientious of the details.
Trust	Earning loyalty as a consistent and familiar presence by bringing stability and calm to situations.
Mystique	Communicating selectively and purposely and remaining calm under pressure.
Alert	Being aware of all facets of a situation and work to create swift action to avoid unwelcome surprises.

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TERTIARY ADVANTAGE: WHY YOU DO IT

Tertiary Advantage	I do this so that we can…
Innovation	make a quantum leap forward by challenging the status quo with creative, reimagined solutions and breakthrough ideas.
Passion	build strong personal connections by bringing the human touch through empathetic listening and authentic communication.
Power	move forward with confident action and determination to achieve bigger goals and promised results.
Prestige	elevate status quo, exceed expectations and push for success in performance, results, and impact.
Trust	follow through on our commitments, deliver on time and make decisions that create win-win solutions for all at the table.
Mystique	bring an analytical approach, provide logical processes and thoughtful communication.
Alert	proactively prevent problems with care and keep projects and people on track by managing the details.

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JOB INTERVIEW

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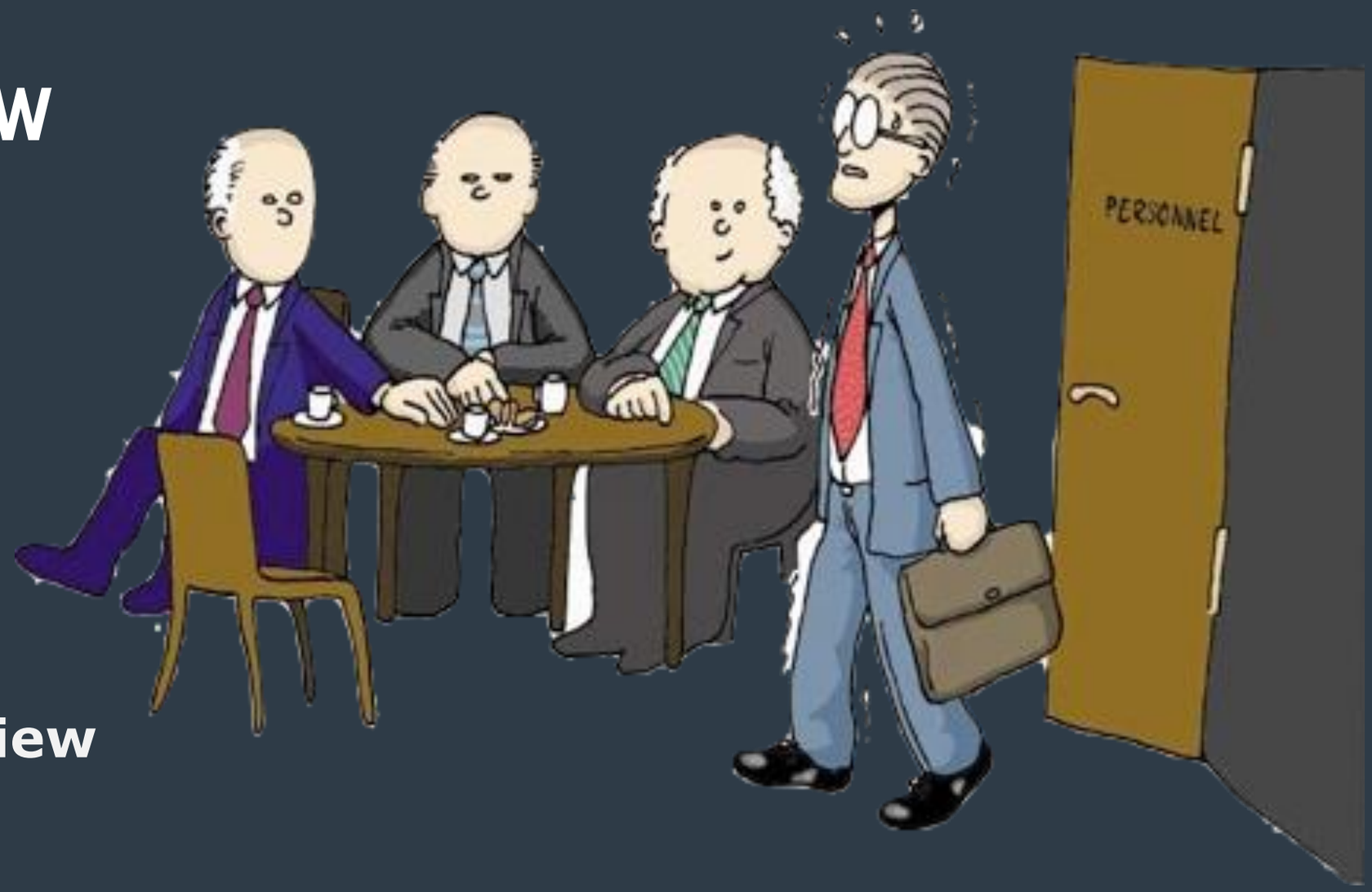
JOB INTERVIEW



PURPOSE

Screening
Selection

FORMAT

One-on-one interview
Panel interview
Group interview

STYLE

Question & Answer (Directive interview)
Open-ended (Non-directive interview)
Behavioural interview
Situational Interview

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The STAR Formula

S

Situation

Provide context:
What was the situation?

T

Task

Set up the problem:
What was the task that you were required to do? What was the problem that you were required to solve?

A

Action

What YOU DID and HOW DID YOU DID it?
What kind of action did you take?

R

Result

Positive outcome:
What was the outcome?

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EXAMPLE: STAR RESPONSE

Situation:
While volunteering at XYZ Community Charity last summer, I was responsible for managing various events.

Task:
I noticed that attendance at these events had dropped by 30% over the past 3 years and wanted to do something to improve these numbers.

Action:
I designed a new promotional packet to go out to the local community businesses. I also included a rating sheet to collect feedback on our events and organized internal round table discussions to raise awareness of the issue with our employees.

Result:
We utilized some of the wonderful ideas we received from the community, made our internal systems more efficient and visible and raised attendance by 18% the first year.

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STAR Interview Exercise

S — Situation
Provide context: What was the situation? Who was involved? Why was it important?
T — Task
Set up the problem: What was the task you were required to do? What was the problem you needed to solve?
A — Action
Describe what YOU did and HOW you did it. What steps did you take? What skills or strategies did you use?
R — Result
State the positive outcome: What was the result? What did you learn? How did it benefit others or the organization?

Reflection and Practice:
Summarize your STAR story into a 90-second response. Practice delivering it aloud with confidence, clarity, and authenticity.

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JOB INTERVIEW
TOP 5 BODY LANGUAGE TIPS

1. Handshake
2. Where and how to sit
3. Eye contact
4. Avoid negative nonverbal habits
5. What to do with your hands and arms

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You are judged

?%

by what you say…

and

?%

by how you look,
act and sound

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You are judged

7%

by what you say…

and

93%

by how you look,
act and sound

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HOW TO COMMAND AND WORK A ROOM

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THE BIG QUESTION

From this session, what would make you happiest when it comes to networking?

Is there one big challenge you want to solve that would really make a difference for you?

“If I could…

I would feel really good. It would boost my confidence and be a step in the right direction.”

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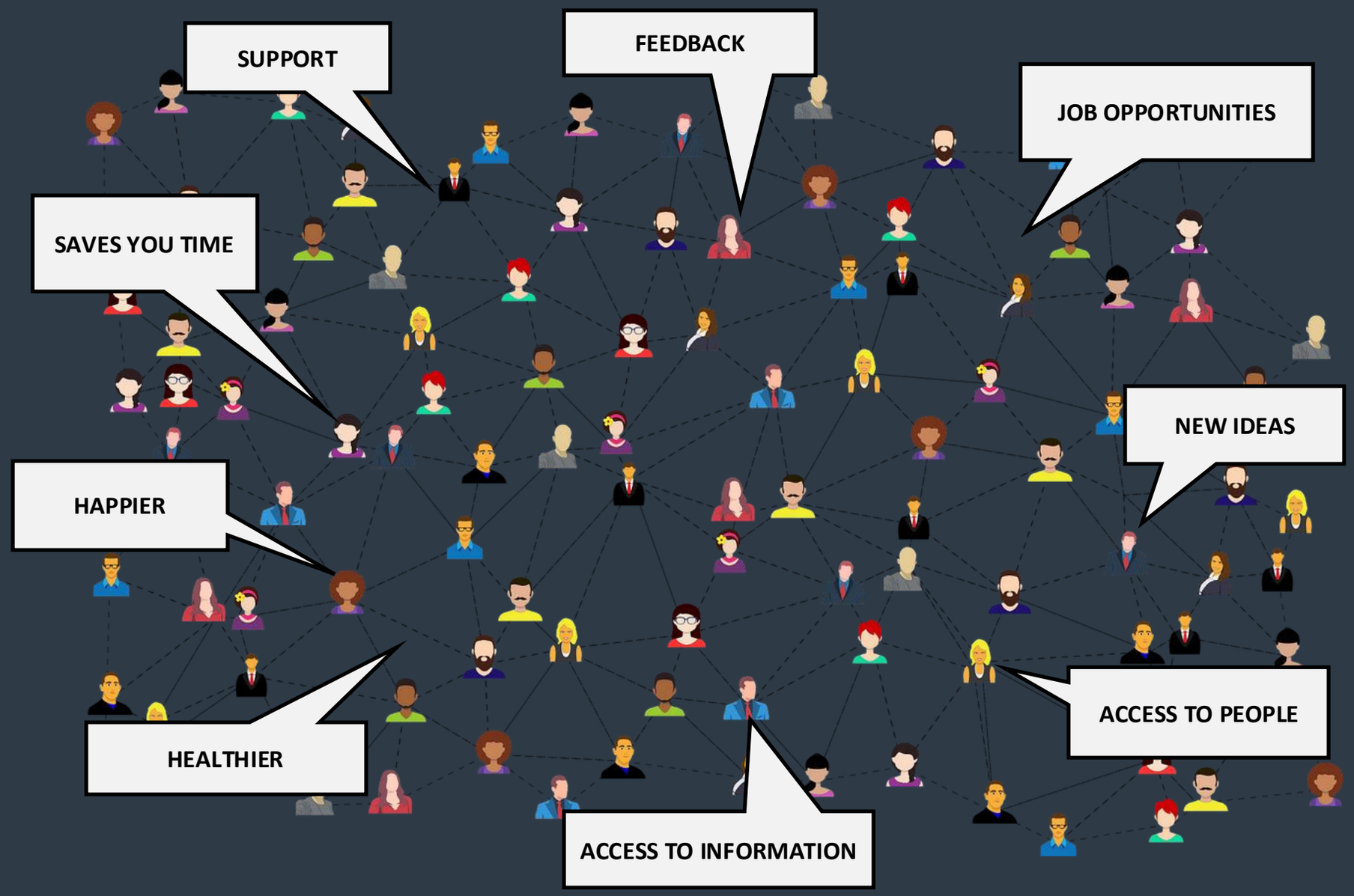
THE VALUE OF A NETWORK



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3 KEY CONCEPTS

1. High network awareness
2. Positive networking
3. Permission to network

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ASSESS AND BUILD YOUR NETWORK

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“Virtue in obscurity is rewarded only in heaven. To succeed in this world, you have to be known to people.”

Sonia Sotomayor – American Supreme Court Justice

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Operational:

Those in your academic or industry

Personal:

Those who help with your personal development (from professional associations, clubs, alumni groups, etc…)

Strategic:

Those outside your area of expertise; they give you different viewpoints or ideas and challenge your thinking

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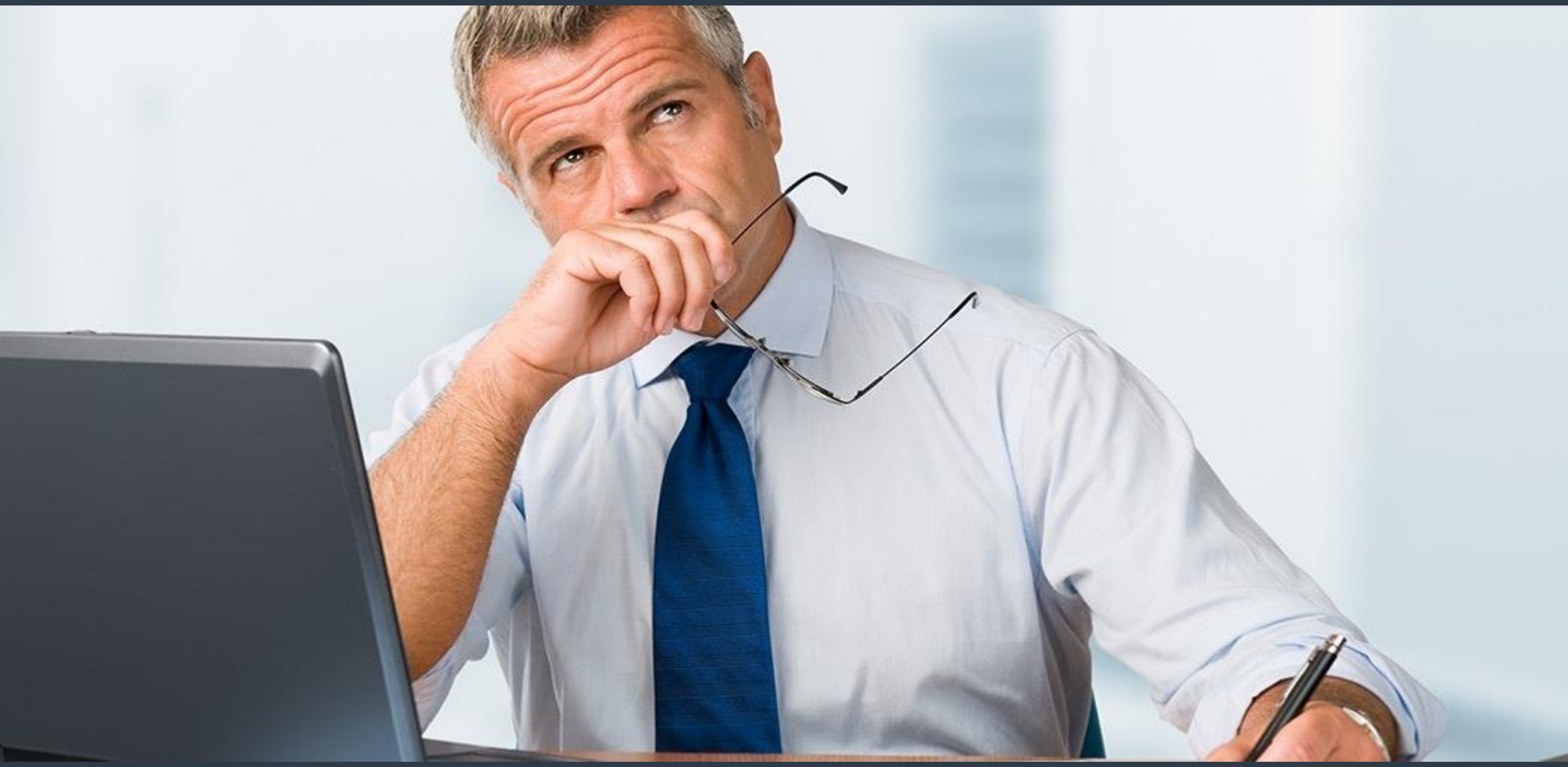
PREPARING FOR THE EVENT



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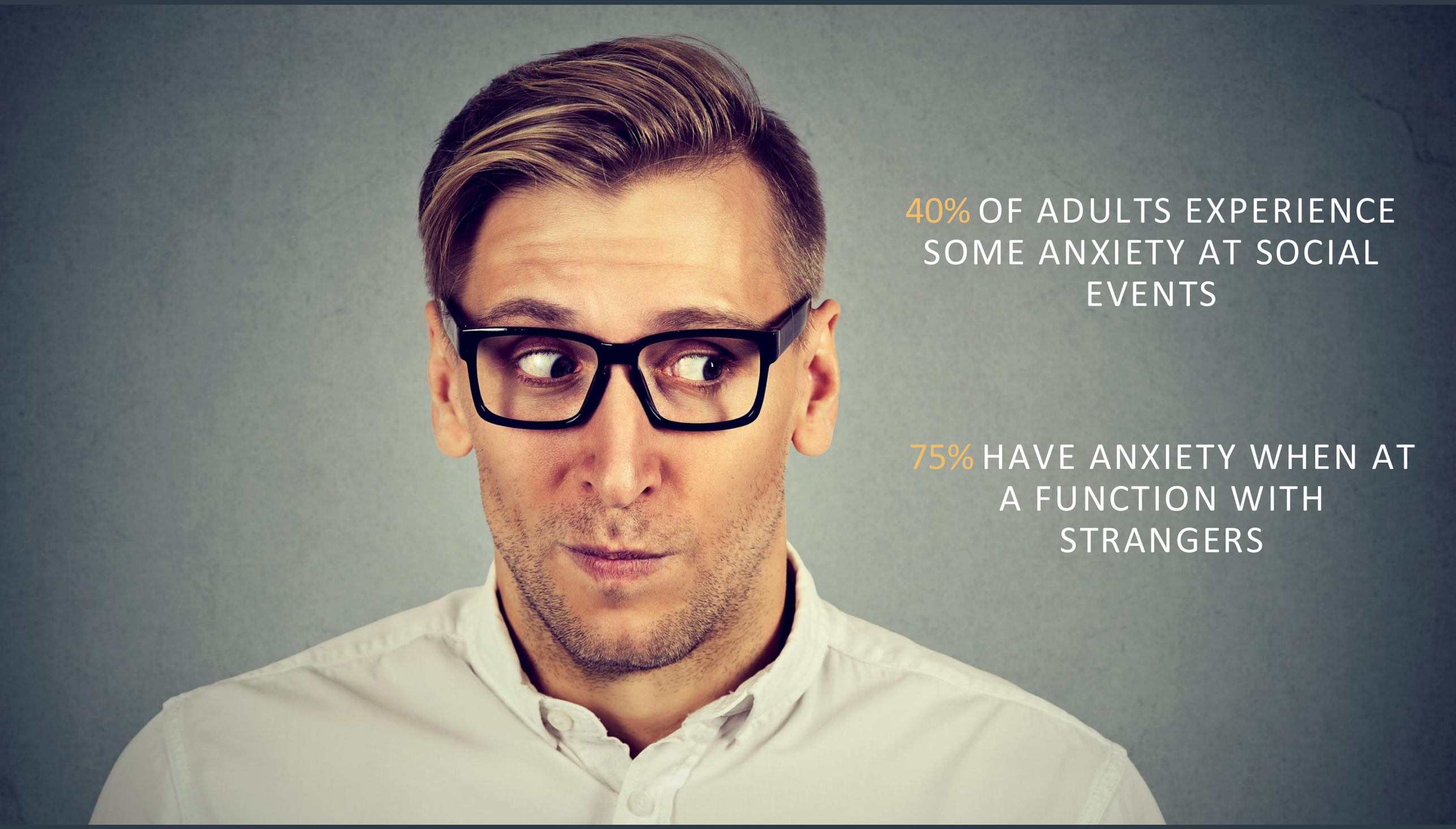

40% OF ADULTS EXPERIENCE SOME ANXIETY AT SOCIAL EVENTS

75% HAVE ANXIETY WHEN AT A FUNCTION WITH STRANGERS

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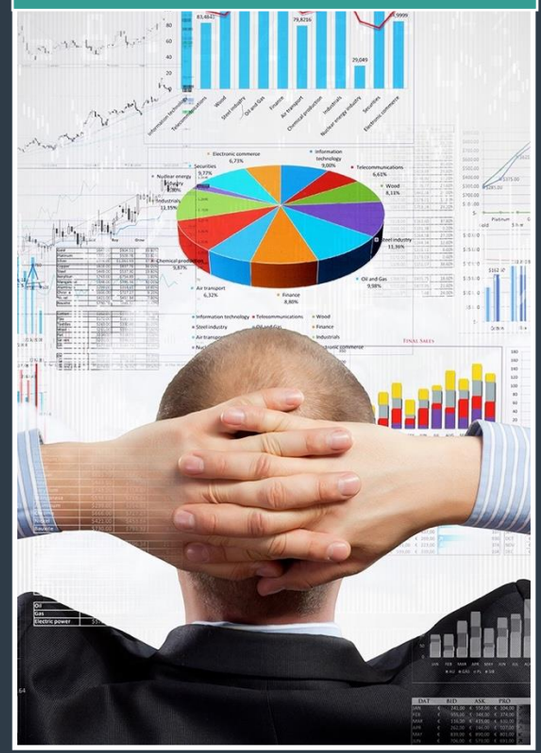
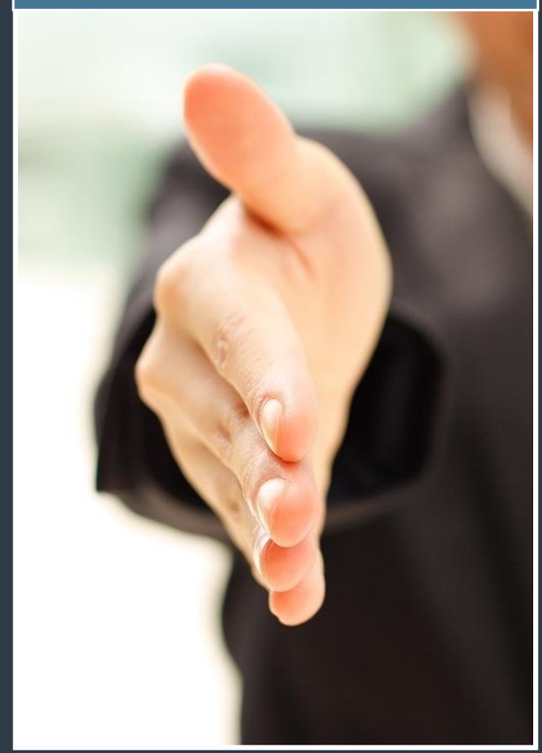
THINK
POSITIVE

REMEMBER
THE BENEFITS



PLAN A
SELF-INTRODUCTION



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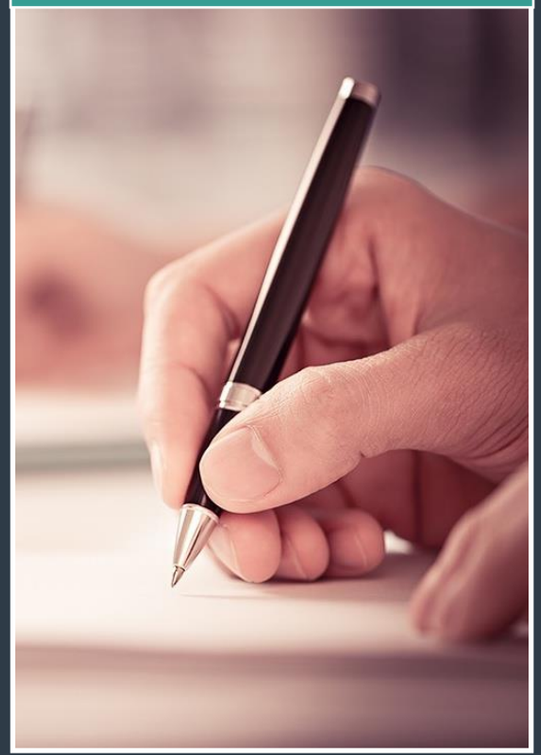
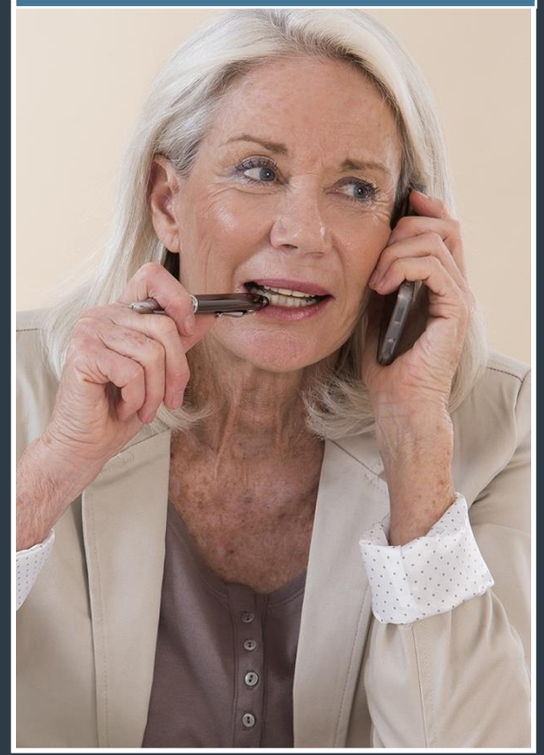
CHECK YOUR
BUSINESS CARDS

PREPARE
SMALL-TALK TOPICS



FIND OUT WHO
WILL BE THERE



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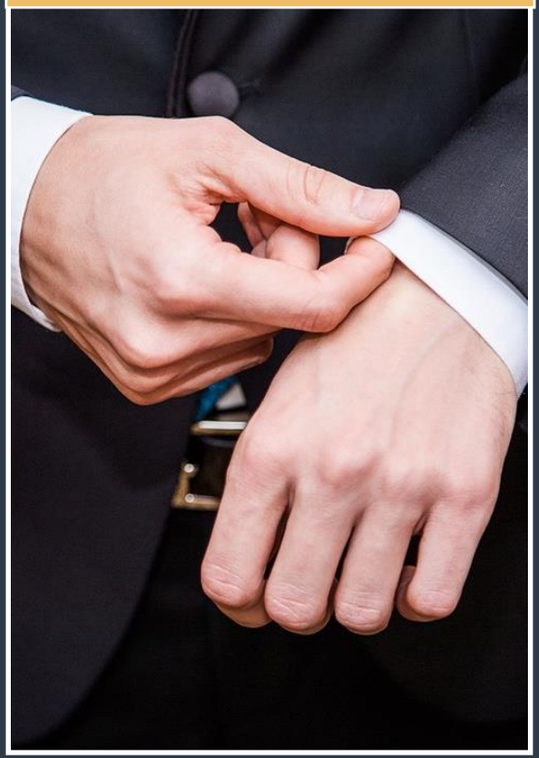
KNOW THE DRESS CODE



EAT BEFORE YOU GO

FROM GUEST TO HOST BEHAVIOR

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MAKING YOUR ENTRANCE

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THE WALLFLOWER

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INTRODUCING YOURSELF & OTHERS

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INTRODUCING YOURSELF

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EXERCISE: INTRODUCING YOURSELF

- Brief and relevant to where you are and who you are with.
- What do you want people to know about you?

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BUSINESS INTRODUCTION PROTOCOL

Persons of LESSER authority are introduced
to persons of GREATER authority.

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REMEMBERING NAMES

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MINGLING EFFECTIVELY

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HTTPS://SHOP.BOOP.VIP/PRODUCT/BOOP-SMS-BUSINESS-CARD-METAL-EDITION

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FOOD AND DRINKS

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THE EXIT

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DINING ETIQUETTE

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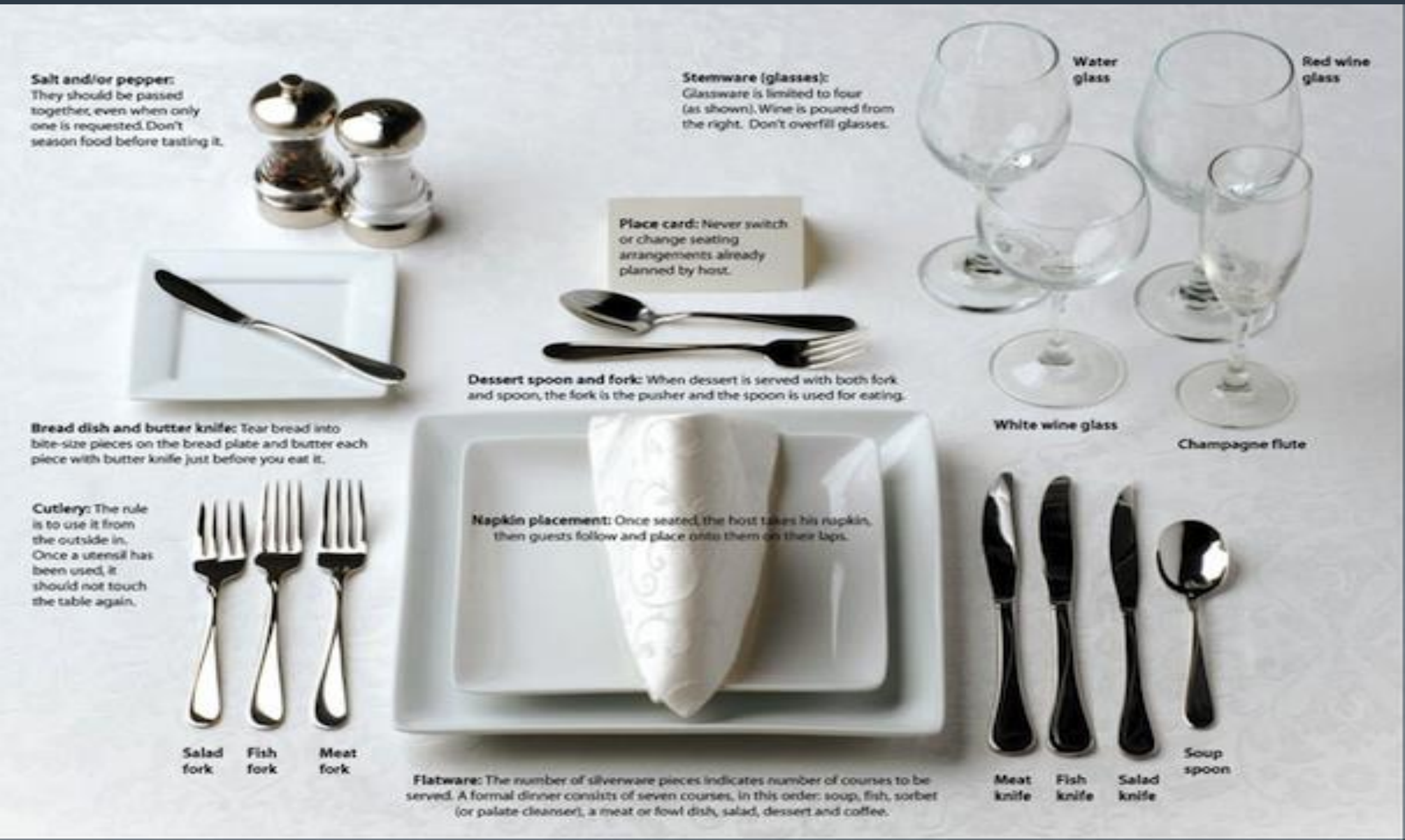
SOLIDS LEFT, LIQUIDS RIGHT

TIP: BMW



DINNER NAPKIN ON LAP

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BUTTERING BREAD

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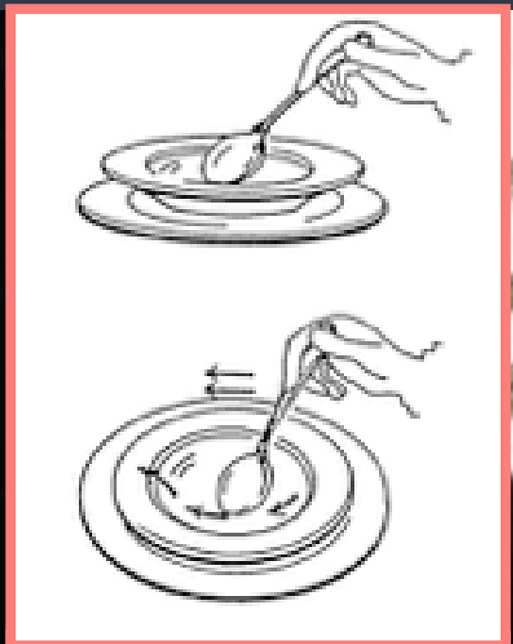
EATING SOUP



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SOUP REST OR FINISH POSITION

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NEVER REST IN THE BOWL

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CORRECT HANDLING OF KNIFE & FORK

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CORRECT HANDLING OF KNIFE & FORK

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STYLES OF EATING

North American Style

Continental Style

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RESTING POSITION

North American Rest Position

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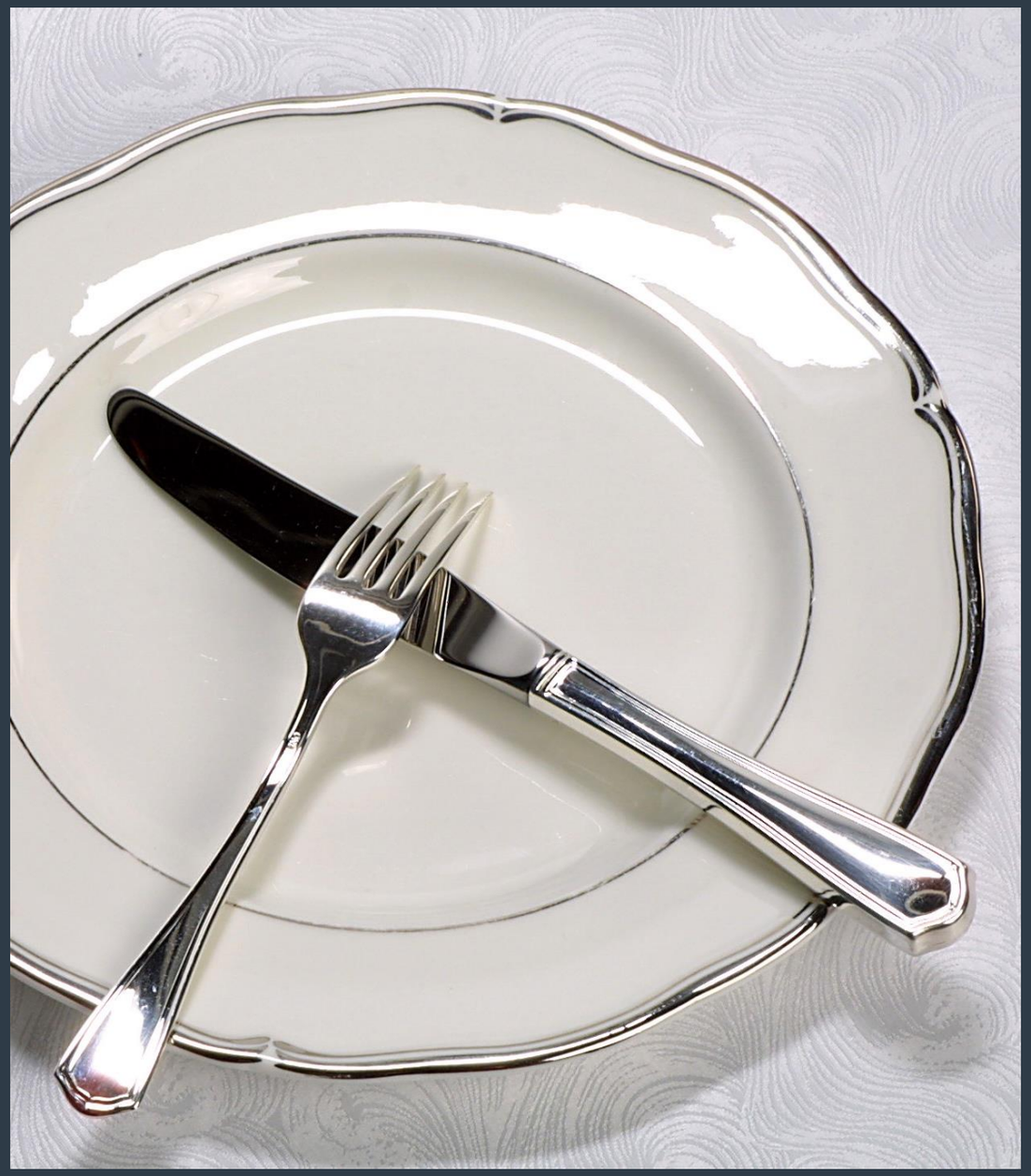
RESTING POSITION



Continental Rest Position

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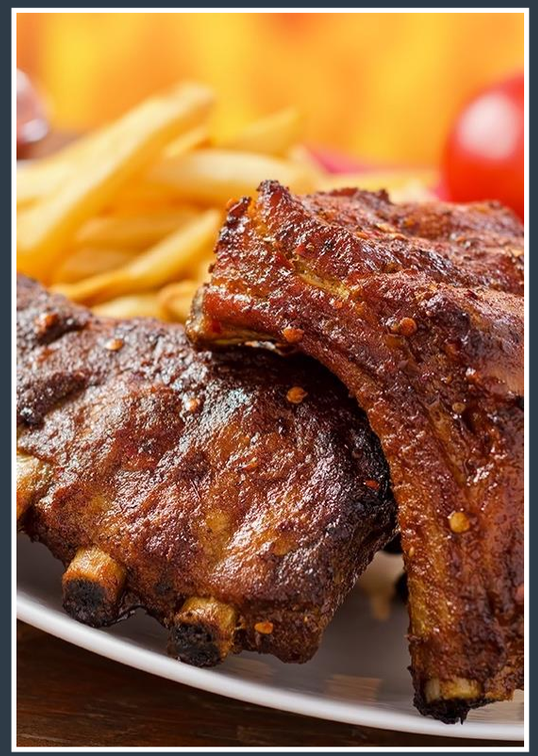
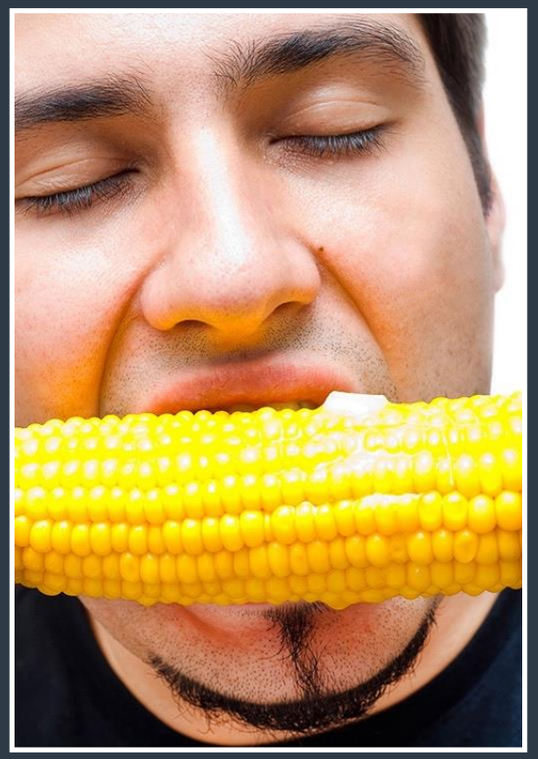
DIFFICULT FOODS TO EAT





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RESTING POSITIONS

North American Style

Continental Style

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INCORRECT POSITION

Knife and fork rowboat position

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FINISH POSITION

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DESSERT

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DESSERT FINISH POSITION

THANK YOU NOTE

ONLINE PRESENCE

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YOUR DIGITAL IMPRESSION

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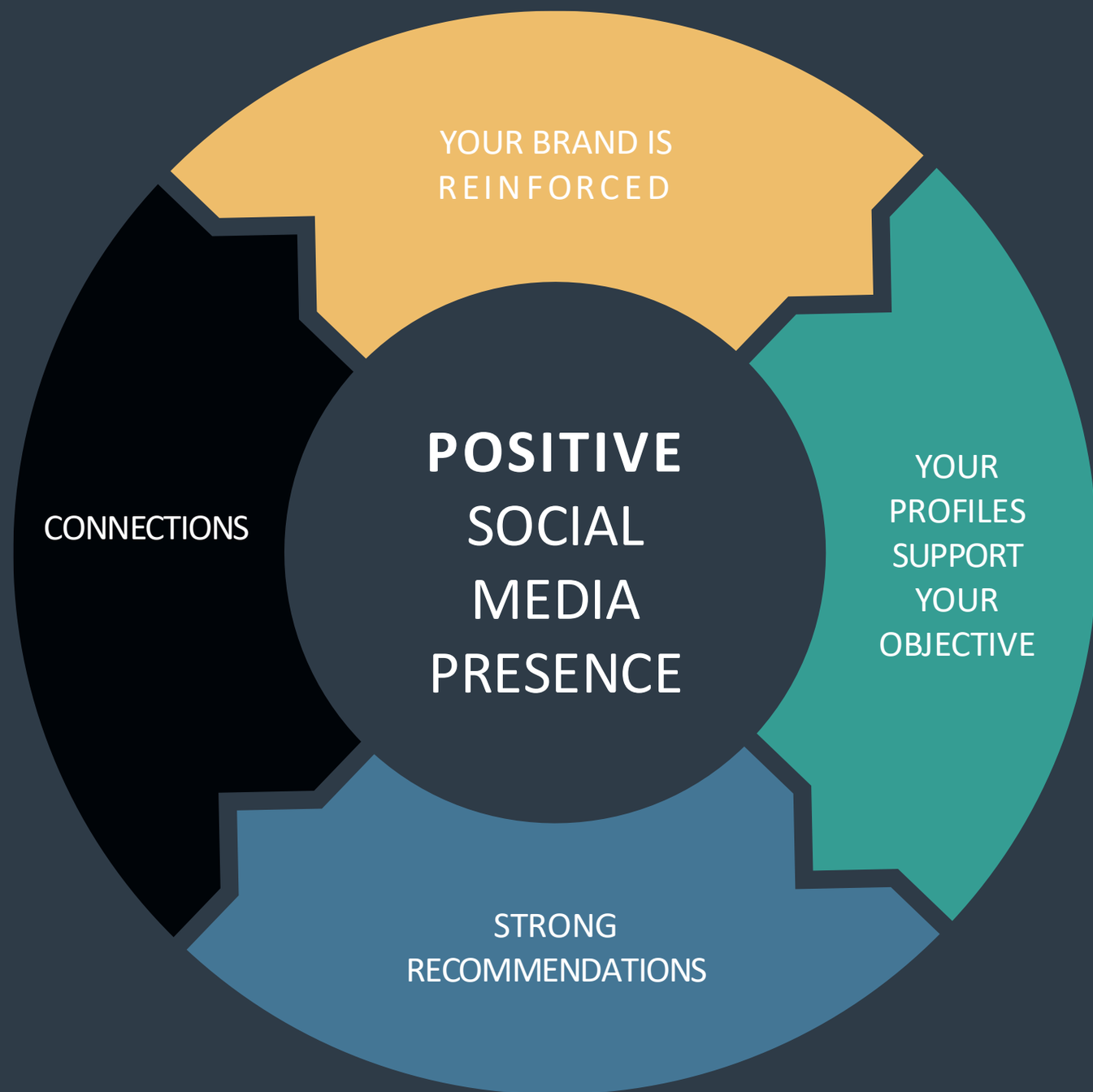

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DID YOU KNOW…?

Profiles with pictures are **14 times** more likely to be viewed!

Make sure your picture is consistent with how you wish to be seen!

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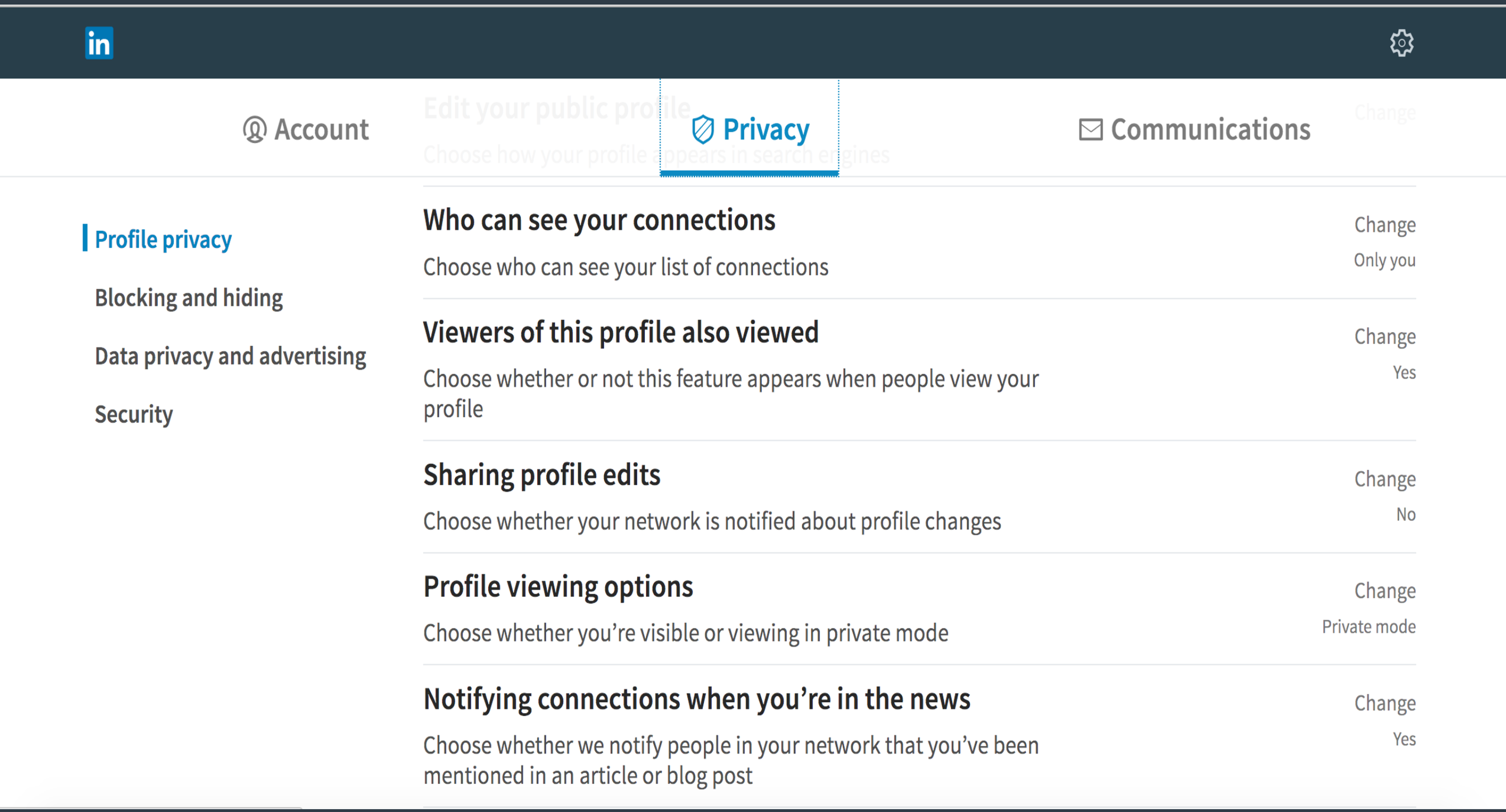
LINKEDIN PROFILE TIPS



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APPEARANCE:

Good grooming is never out of place

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STYLE IS AN OPTION, CLEAN IS NOT.

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Tie:

- Classic design
- Classic colors
- Should touch the top of the belt

Hair:

- Simple, conservative
- Get a haircut 3-5 days prior to interviews

Dress Shirt:

- Crispy ironed
- Suggested: White/Light Blue

Suit:

- Fitted
- Single breasted
- Navy Blue/Black/Gray
- Should match belt
- Do not button all buttons on the suit jacket

Jewelry:

- Should be limited
- A watch and ring are acceptable

Footwear:

- Should always match belt
- Polished and well-maintained
- Socks should be calf-length and should always match shoes (white socks are **not** acceptable)

Hygiene:

- Always wear deodorant
- Maintain fresh breath
- Avoid strong cologne
- Cover tattoos & remove piercings
- Nails should be neatly trimmed

Career Development
Student Center 225
563.425.5229

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LEVELS OF DRESS FOR MEN

Business - Formal | Business | Business Casual | Smart Casual | Casual

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BUSINESS CASUAL

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COMMON MISTAKES WITH FIT

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COMMON MISTAKES WITH FIT

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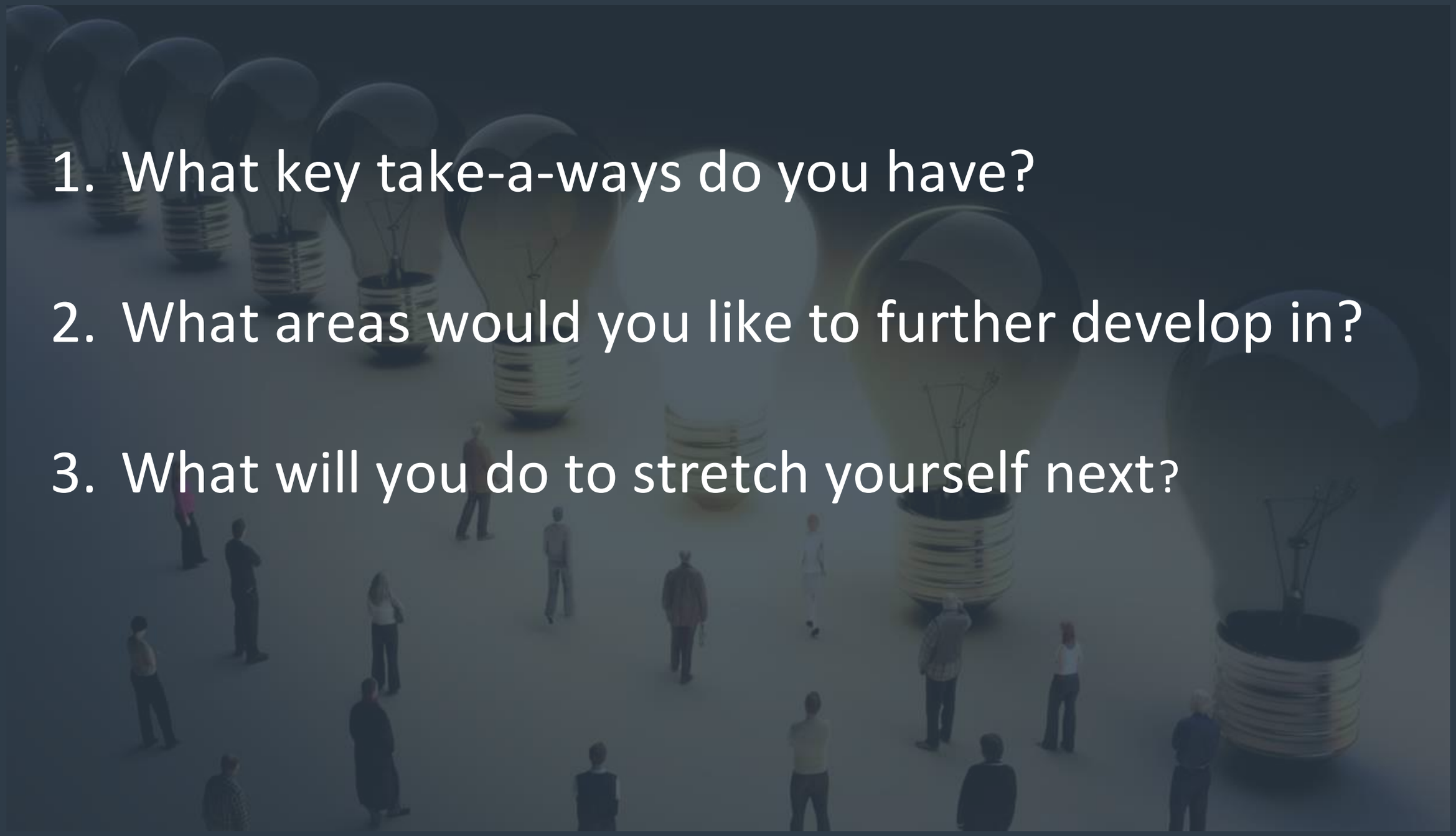
TIME TO REFLECT



1. What key take-a-ways do you have?

2. What areas would you like to further develop in?

3. What will you do to stretch yourself next?

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MICRO-STEPS TO ACTION PLANNING: THE 1-2-3 PLAN

1. Pick **ONE** area to develop
2. For **TWO** weeks
3. Do **THREE** things

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