

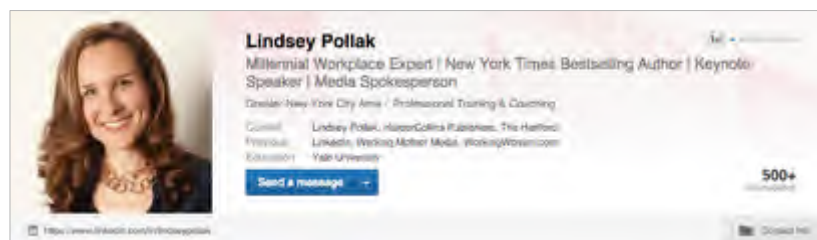
SOFT SKILLS


...AND THE SECRETS OF LEADERSHIP SUCCESS

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WELCOME





*“Little choices make
big impressions.”*

- KEITH FERRAZZI, NEVER EAT ALONE

SOFT SKILLS & THE SECRETS OF LEADERSHIP SUCCESS

- I. Personal Branding
- II. Communication
- III. Action

“All major decisions about your career will be made when you are not in the room.”

- CARLA HARRIS, MORGAN STANLEY



“Everything you do -- and everything you choose not to do -- communicates the value and character of [your personal brand].

“Everything from the way you handle phone conversations to the email messages you send to the way you conduct business in a meeting is part of the larger message you're sending about your brand.”

– TOM PETERS, “THE BRAND CALLED YOU,” FAST COMPANY, 1997

KEY ELEMENTS OF A STRONG PERSONAL BRAND

1. Visibility

Are you visible and findable where VIPs are looking? What is your level of exposure?

2. Differentiation

What are you known for? What knowledge, skills or experiences can you offer that other people can't?

3. Consistency

Is your image consistent across various situations? What about online?

4. Authenticity

Are you genuine? Do you feel comfortable in your environment?

WHAT IS YOUR PERSONAL BRAND?

EXERCISE

1. List 3 elements of your current personal brand.
2. List 3 elements you want to be part of your personal brand.
3. Determine 3 steps you can take to make one or more of your aspirational brand elements a reality.
 - Consider classes, extra curriculars, professional experiences, etc.



4 COMMON SOFT SKILL MISTAKES

...AND HOW TO AVOID THEM



1. DO

SHOW RESPECT

- Follow the rules/instructions.
- Execute *everything* with excellence: Pay your dues/do the grunt work to build credibility and trust.
- Respect anyone with authority, no matter the person's job or experience level.
- Be aware of cultural senilities, and don't be afraid to ask when unsure.



2. DO

BE ENGAGED

- Smile, make eye contact and truly listen to others before responding.
- Know when to be focused vs. when to interact with the environment around you (i.e., know when to take off your headphones).
- Remember that the restrooms, holiday party, shuttle bus and event lobby are part of "work."
- Take notes.

3. DON'T

DEMONSTRATE LACK OF URGENCY



3. DO

DEMONSTRATE AN UNDERSTANDING OF PACE AND URGENCY

- Be early!
- Be connected: Check your phone and voicemail.
- Set internal/personal deadlines to help meet external/assigned deadlines.
- Pay attention to when VIPs arrive and leave events, meetings, the office, etc.
- Volunteer for the last-minute job that no one else wants.



4. DO

DRESS FOR THE REPUTATION
YOU WANT

- Know the environment or situation you are dressing for (it's okay to ask).
- Less is more (accessories, fragrance, makeup, patterns, etc.)
- When in doubt, err on the side of polished and professional.
- Bring a backup!



COMMUNICATION IS COMPLICATED



THE STYLE CONVERSATION: KNOW YOUR AUDIENCE



- Know how others like to receive information to best communicate with them:
 - Preferred contact methods
 - Level of formality
 - Best way to get in touch quickly
 - Email preferences
 - Any pet peeves

EMAIL BEST PRACTICES



- Create a descriptive subject line.
- Get the basics right (spelling, punctuation).
- Put the most important information in the first paragraph.
- Beware emoticons and text-speak.
- Know when to pick up the phone instead of sending an email.

PHONE/VOICEMAIL BEST PRACTICES



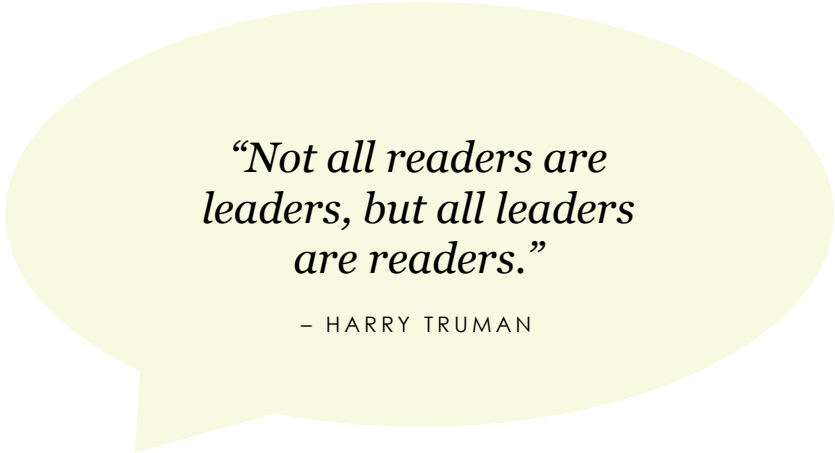
- Record a professional voicemail message.
- Listen and respond promptly to voicemail.
- Sit tall (or stand up) for important phone conversations.
- Wait two beats before responding so you don't talk over people.
- Don't fear the phone!

LISTEN TWICE AS MUCH AS YOU TALK

*“The most important thing
in communication is to hear
what isn’t being said.”*

– PETER DRUCKER





*“Not all readers are
leaders, but all leaders
are readers.”*

– HARRY TRUMAN

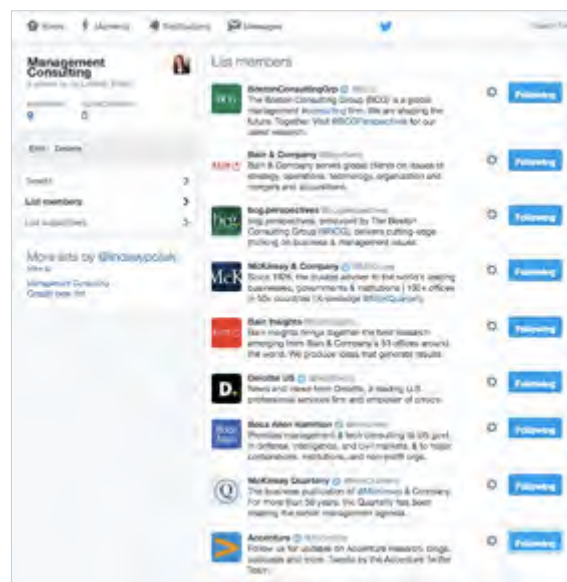
1. READ THE PACKET

- Read your desired industry's "must read" publications, blogs & e-newsletters.
- Know your business classics:
 - *The 7 Habits of Highly Effective People*
 - *The One-Minute Manager*
 - *Good to Great*
 - What else?
- Follow industries, companies and people you admire on social media.

“Twitter is primarily a news system...a real-time information network.”

- EVAN WILLIAMS, TWITTER CO-FOUNDER

CREATE A PERSONAL TWITTER NEWSFEED



APPLY THIS KNOWLEDGE

- Find reasons to reach out to new and old connections.
- Discover new people and organizations.
- Share/post articles to build your online image.
- Build confidence and depth of knowledge.

2. MANAGE UP



2. MANAGE UP

- Understand your manager's and/or professor's priorities and take initiative to make their lives easier.
 - *"How can I help?"*
 - *"Do you need anything else?"*
- Always check in about working from home, leaving early, taking vacation – and plan in advance.
- Bring solutions, not problems.
- Close the loop on any advice or recommendations you receive.

3. DO SMALL GOODS



3. DO SMALL GOODS

- "Ping" your contacts regularly.
- Practice mutually beneficial networking.
 - *"Is there anything I can do for you?"*
- Show your gratitude early and often.



