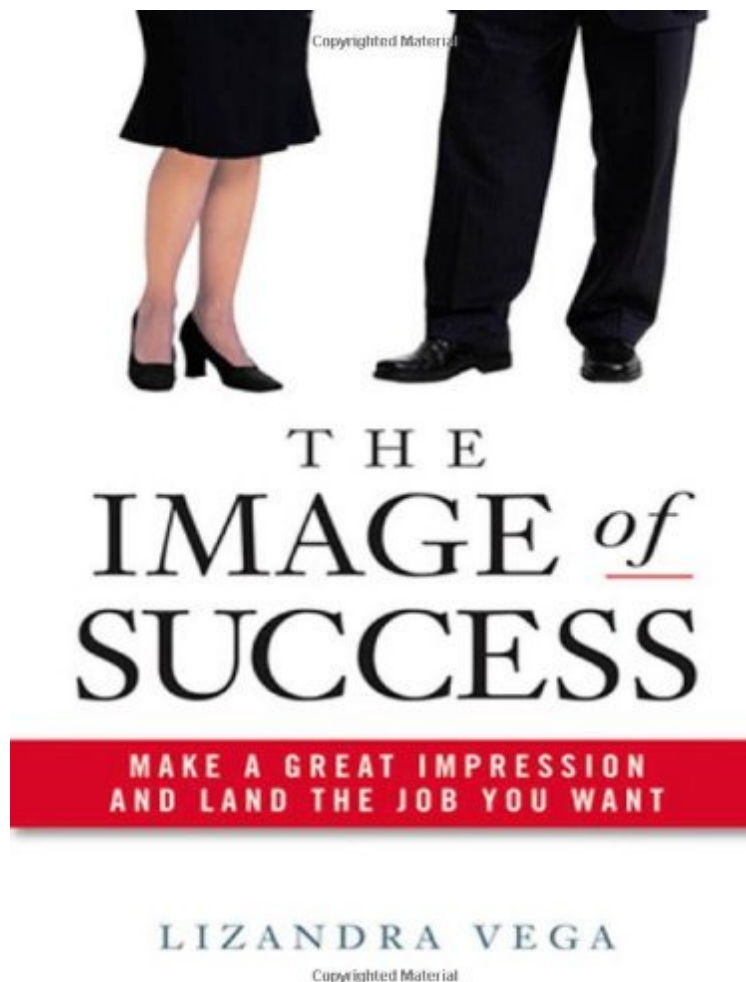


The Image of Success: Make a Great Impression and Land the Job You Want

Lizandra Vega

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Lizandra Vega : The Image of Success: Make a Great Impression and Land the Job You Want before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Image of Success: Make a Great Impression and Land the Job You Want:

0 of 0 people found the following review helpful. Three StarsBy John Blumenshinecollege book0 of 0 people found the following review helpful. Five StarsBy norma gonzalezGreat book0 of 0 people found the following review helpful. Practical image-making job seeker's manualBy Rolf DobelliYou know better than to walk into an interview holding a sloshing cup of coffee, with your tie askew or your hem uneven, and your cellphone buzzing. Yet people do things like this all the time, and they suffer the consequences, including being bewildered about why they didn't get that job or promotion. The reality is that, to potential employers, your image is just as important - if not more important - than your reactive;sumeacute;. Recruiter Lizandra Vega explains that, rightly or wrongly, people will make

assumptions about your capabilities and competence based on the image you project. In this charmingly autobiographical text, Vega takes you through the job-search process step-by-step, from buying the right interview suit to shaking hands to negotiating an offer. getAbstract recommends this comprehensive manual to graduates entering the job market, employees stalled in their career progress and anyone looking for a better opportunity - or a brushed-up professional look.

Fair or not, assumptions about our intelligence, abilities, sophistication, performance, and pedigree are routinely made based on the image we project. In "The Image of Success", sought-after career and image coach Lizandra Vega offers job seekers down-to-earth, candid guidance on the ABCs of image Appearance, Behavior, and Communication that often make the difference between a job offer and a rejection. From poorly chosen outfits, to unconscious 'ums' and 'ahs,' to the dreaded 'dead fish' handshake and other faux pas, "The Image of Success" shares hundreds of tips on personal style, body language, etiquette, communication, and more all designed to help candidates avoid common pitfalls and create the kind of consistent personal image that will convince employers of their inherent value to the organization. The way we look, act, and sound can absolutely make or break anyone in the cut throat world of interviewing. Entertaining and encouraging, yet honest, "The Image of Success" gives readers the edge they need to beat out the competition.

From the Back Cover "Lizandra Vega is one smart cookie! I appreciate an author who gives readers good step-by-step advice on how to dress, behave, and communicate to land the job of their dreams." — Barbara Corcoran, founder of The Corcoran Group "As a fan of practical, useful, and straightforward information, I really enjoyed The Image of Success. Lizandra Vega's tips for making a winning impression before, during, and after the interview process are sure to help you stand out in a crowd." — Jean Chatzky, NBC Today show financial editor, and best-selling author, blogging at jeanchatzky.com Does your image project success? The real secret to getting hired and getting ahead is that people routinely make assumptions about your intelligence, abilities, sophistication, character, and likely performance based on your image — that is, the way you look, behave, and communicate. As an executive recruiter and Certified Image Coach, Lizandra Vega has guided thousands of job candidates through personal makeovers that enable them to ace interviews with cool confidence and win the jobs and promotions they want. And now, in The Image of Success, with her comforting blend of humor and straight talk, Vega presents hundreds of invaluable tips on personal style, body language, etiquette essentials, and more — helping you to avoid pitfalls and create the kind of consistently classy professional image that will convince employers of your inherent value to their organization. From selecting the perfect interview suit for your body type and budget . . . to making sure your phone and written communications are consistent with your professional image, The Image of Success will give you the edge you need to be hired — and promoted — over all competitors. You deserve the job and career success you want. And with The Image of Success, you'll get it! LIZANDRA VEGA is one of the most respected recruiters in the New York staffing arena, as well as a Certified Image Coach. Cofounder and Managing Partner of Manhattan-based boutique staffing firm Perennial Resources International (PRI), she has successfully coached thousands of individuals on career development, interview techniques, and the kind of verbal and nonshy verbal communication that is crucial to one's success. About the Author LIZANDRA VEGA (Westchester, NY) is one of the most respected recruiters in the New York staffing arena as well as a Certified Image Coach. Cofounder and Managing Partner of Manhattan-based boutique staffing firm Perennial Resources International (PRI), she has successfully guided thousands of candidates through the interview process during various stages of their careers. Excerpt. copy; Reprinted by permission. All rights reserved. Introduction YOU'VE BEEN gainfully employed for seven years, performing your duties and responsibilities to the best of your ability. The positive evaluations throughout the years confirm this and have anchored your job security . . . or so you think. You've attended every boring social and professional office function, even if just to stay within the good graces of the powers-that-be. It has never dawned on you that you would get the dreaded interoffice phone call from the boss asking, "Do you have a moment for me?" Even though you have about a zillion things to do, you answer in your most polite yet fragile voice, "Of course I do," and you scurry your way into her office while rehearsing how to remain cool, calm, and collected. "Maybe I'm getting promoted?" you whisper to yourself while your heart is pumping at 80 beats per second. You knock lightly, and the familiar voice ushers you inside; as you enter, the gaze in the boss's eye confirms every awful suspicion. It's clear from her stance and her tone that there are extenuating circumstances that have driven her to execute this unpleasant task. You zone out as she gives her long-winded explanation. All you see are her lips moving, but the volume is on mute. Finally, you tune in just in time to hear her say, "I'm sorry to have to let you go." It doesn't matter that you've been given "a package," or that some of your dignity's been spared by not being escorted out the door immediately, or even that she apologized for having to do the deed. The fact is that from the moment you heard the dreaded words of termination, you felt frazzled, vulnerable, and destitute. When she's done, you haul yourself back to your desk, while resisting the urge to scream through the hallways, only to hear a reprise of the

interoffice phone call in the office suite next door. In this instance, misery doesn't love company. It just means one more person to battle in the dog-eat-dog world of interviewing, where potential employers will want to see it all: education, talent, experience, ethics, and image. As the new fish in the shark pool of statistics, it's survival of the fittest. As you switch into survival mode inspired by fears of when you'll see your next paycheck, even a simple manicure or shoe shine seem extravagant. How do you ever go about persuading employers that you possess that certain *je ne sais quoi* that they've been looking for when you are now on a tight budget topped with a morale that's in the dumps? Surely, your competition is bound to have a glowing professional and educational background. So what exactly will you have to do to leave a lasting impression on a potential employer who you're hoping will choose you for a job? Surprisingly, there is no single winning universal quality that potential hiring managers look for; it's more of a multifaceted feature that each decision maker ranks according to his or her own perception and rules of scrutiny. Simply put, the intricacy of this element is based on how you choose to present the layers of what makes you distinguishable and unique: your appearance, behavior, and communication, otherwise known as your "image." These three layers encompass your most influential interviewing vehicle, but the vehicle will take you the distance only if you load it up with compatible fuel. It is when you make these three layers compatible that you are most sought after. (Image is not to be confused with your genetically inherent identity traits [DNA], although these characteristics do play a role in how you shape your image. Your height, for instance, is a part of your genetic makeup. How you alter your height with shoes is part of the image you choose to create.) While it may seem unrelated or unfair to be judged by the cover of your book rather than your contents, the truth is that assumptions about your capabilities, sophistication, pedigree, intelligence, and performance can and will be drawn based on your image. The good news is that you have exclusive control of creating the image you want to project. It may take some tweaking within one or more of your three layers, but when all three are harmoniously aligned you will appear at your best. And with a little time, patience, humility, and some good old-fashioned self-analysis, you'll be able to achieve complete synchronization of your image. Balancing the components of your image is an attainable and cost-effective way to gain a competitive edge while seeking a job. There is no premium for choosing appropriate colors, fabrics, textures, and silhouettes, nor is there one for exercising proper etiquette or communicating in a professional manner. As an executive recruiter and certified image coach, I have guided thousands of candidates through metamorphoses that have been essential to their winning the interview wars. My counseling has helped individuals master the art of interviewing by using image as their most dominant asset. Let's face it, selling one's ability to do a job in as few as 20 to 60 minutes requires an entirely different skill set than actually doing the job. The sooner you're in on the inside information, the sooner you'll get that competitive edge.