

# Image 2020: What You Need for Professional Success

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# Image

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**1982**

Clothing  
Body language  
Conversation



**2019**

That PLUS....  
Social media image (Facebook,  
Instagram)  
LinkedIn profile  
Your “brand”



Photo by Yuliya Strizhkina (Cartier) from Pexels

# Disclosures

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- Principal, Christine Palumbo Nutrition (A nutrition communications practice)
- Columnist, New York Family magazines
- Consultant, Illinois Farm Families

# the big idea

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In our increasingly diverse 21st century environment, dietetic professionals face a number of complex challenges in creating a positive professional image. We manage impressions through our appearance, non-verbal behavior, verbal cues, written communication and social media platforms.

# Professional Image: One Definition

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*Your professional image is the set of qualities and characteristics that represent **perceptions** of our **competence** and **character** as judged by your **key constituents** (i.e. clients, superiors, subordinates and colleagues).*

Laura Morgan Roberts, professor at Harvard Business School

# First Chance Impression

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First impressions often lasting impressions

Assumptions made on visual clues

We're judged by the outer wrapping first

Non-verbal behavior

Online first impression





Branding

# Why Brand Yourself?

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- Essential to career advancement
- Image and emotional & mental associations that **represent YOU**
- What's **your story**?
- **Take charge** of your brand → If you aren't managing your own **professional image**, others are





# Branding: The Power of Your Story

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1. The anchor statement
2. Unique branding proposition
3. Brand tone and temperament
4. Brand energy
5. Signature story
6. Signature services
7. Brand enhancers and reducers

*Source: Karen Tiber Leland, The Brand Mapping Strategy*



What sets you apart can feel like a burden but it's not. A lot of the time, it's what makes you great."

*Emma Stone*

# Your Image on Social Media



What  
pops up  
when you  
type your  
name into  
a search  
engine?



## NEW SOCIAL NETWORKING SITE!

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- ▶ create a grandiose view of yourself
- ▶ tell everyone what you're doing *ALL* the time
- ▶ fulfill your need for admiration
- ▶ bolster your sense of entitlement
- ▶ affirm your lack of understanding of others
- ▶ be outraged by anything *AND* everything
- ▶ share cat videos

## narcissism

**REINFORCING YOUR PERSONALITY DISORDER**

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# How To Age-Proof Your Resume and LinkedIn Profile



# Photo Image

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## Professional

The art of **online portraiture**

It's all about the **lighting**

**Update** regularly!





# Communications



# Written Communication

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Chart notes

Email

Social media  
posts

Electronic  
mailing lists

Blog posts

Newsletter  
articles

Emojis

Exclamation points!

# Writing Fundamentals

## Grammar

- Use possessives correctly
- Don't use jargon or tons of abbreviations
- Don't use unnecessary capitals
- Proofread everything three times

## Spelling

The word "alfabet" is written in a playful, rounded font with each letter in a different color: 'a' is yellow, 'l' is purple, 'f' is pink, 'a' is yellow, 'b' is purple, 'e' is blue, and 't' is light blue. The background is solid black.



Personal Appearance



“I Feel Pretty”

Starring Amy Schumer, Michelle Williams

# Wardrobe



# “Don't Let Wrinkles Ruin Your Meeting”

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Bounce Fabric Softener Dryer Sheets TV Commercial

# Other Appearance Considerations



Tattoos



Piercings



Hair

# Non-Verbal Behavior

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Body  
Language



Voice



Focus on the  
Face, Not  
the Screen



# Good manners go a long way, especially in today's coarse society



Accept or decline invitations by due date.



Meet deadlines



Timeliness



Thank you notes stand out

# Other Image Boosters (or Busters)

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Learn names

Observe the Elevator Rule

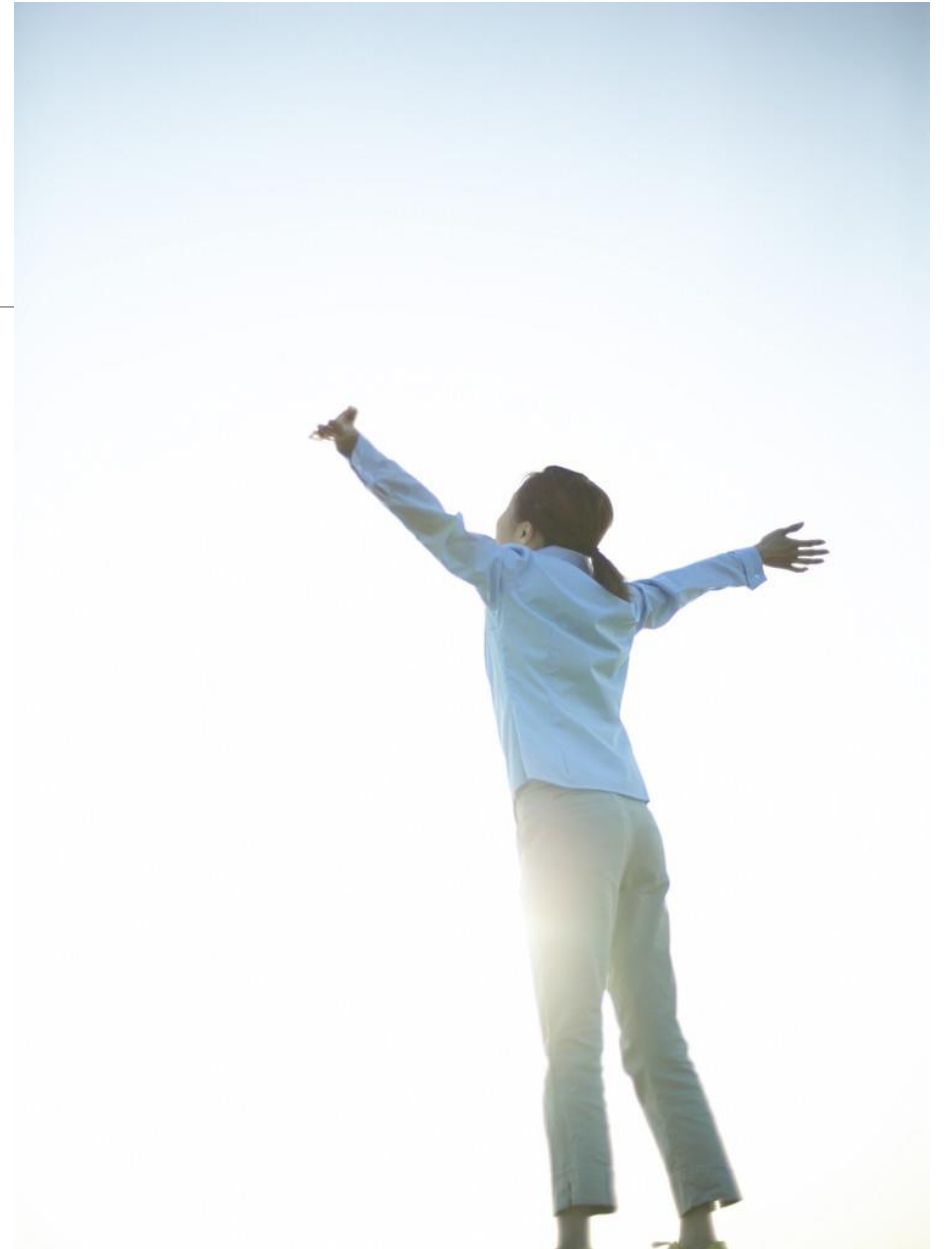
A “delicate” situation

Don't judge

Authenticity

Integrity

Credibility



# Practice Applications

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1. Objectively review your image online. Make steps to correct deficiencies.
2. Identify the best strategies to build YOUR brand.
3. Take steps to boost your written communications.
4. Update your professional photo, if needed.



Your Questions

# LET'S CONNECT!

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