

# Image 2020: What You Need for Professional Success

CHRISTINE M. PALUMBO, MBA, RDN, FAND  
INDIANA ACADEMY OF NUTRITION AND DIETETICS  
APRIL 12, 2019



---

---

---

---

---

---

---

---

## Image

1982

Clothing  
Body language  
Conversation



2019

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



Photo by Yulya Sritzhkina (Cartier) from Pexels



---

---

---

---

---

---

---

---

## Disclosures

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



---

---

---

---

---

---

---

---

## the big idea

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

*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

- 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?

- 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



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*

www.thequotes.in

---

---

---

---

---

---

---

---

Your Image on Social Media



---

---

---

---

---

---

---

---

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



---

---

---

---

---

---

---

---

**NEW SOCIAL NETWORKING SITE!**  
 © John Atkinson, Wrong Hands

**n narcissism**

- ▶ 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

**n narcissism**  
**REINFORCING YOUR PERSONALITY DISORDER**  
 © John Atkinson, Wrong Hands • goonies.com/wrong-hands • wronghands1.com

Image used with permission by John Atkinson

---

---

---

---

---

---

---

---

---

---

### How To Age-Proof Your Resume and LinkedIn Profile




---

---

---

---

---

---

---

---

---

---

### Photo Image

**Professional**  
 The art of **online portraiture**  
 It's all about the **lighting**  
**Update** regularly!




---

---

---

---

---

---

---

---

---

---



## Communications

---

---

---

---

---

---

---

---

### Written Communication

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

---

---

---

---

---

---

---

---



Personal Appearance

---

---

---

---

---

---

---

---



“I Feel Pretty”  
Starring Amy Schumer, Michelle Williams



---

---

---

---

---

---

---

---

Wardrobe



---

---

---

---

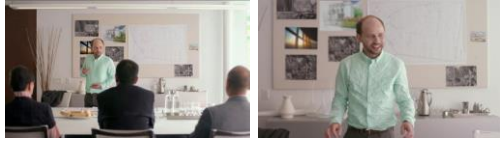
---

---

---

---

### “Don't Let Wrinkles Ruin Your Meeting”



Bounce Fabric Softener Dryer Sheets TV Commercial

---

---

---

---

---

---

---

---

### Other Appearance Considerations



Tattoos

Piercings

Hair

---

---

---

---

---

---

---

---

### Non-Verbal Behavior

Body Language	Voice	Focus on the Face, Not the Screen

---

---

---

---

---

---

---

---



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



---

---

---

---

---

---

---

---

### Other Image Boosters (or Busters)

- Learn names
- Observe the Elevator Rule
- A "delicate" situation
- Don't judge



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

### Practice Applications

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.

---

---

---

---

---

---

---



---

---

---

---

---

---

---

#### LET'S CONNECT!

Chris@ChristinePalumbo.com  
630-369-8495



@PalumboRD



Christine Palumbo Nutrition



Christine M. Palumbo, MBA, RDN, FAND



Christine\_Palumbo



---

---

---

---

---

---

---