

Taking the Reins . . . Leaders Project the Right Image

Picture Superman and Clark Kent. Same person . . . completely different images. It illustrates the fact you can convey various impressions to others, based on your body language, the confidence you project, your grooming and attire, not to mention your communication style and the way you relate to others.



You do project an image already. The question you might want to ask is, "Is this the image I want/need to have?" If you are wondering why you should care, just remember that "image is a key factor in your overall reputation", according to Corey Criswell of the Center for Creative Leadership. Your image can help you attain your goals or can hold you back, so it's something you should seriously consider.

- ◆ Be friendly, smile, have a bit of fun. This will make you more personable and approachable, something every leader should be.
- ◆ Dress well, and appropriately, for your work environment.
- ◆ Be comfortable with yourself so your body language conveys confidence and ease. Otherwise, people may be uncomfortable in your presence, and may feel you are weak.
- ◆ Hone your communication skills so you are clear and concise, comfortable in one-on-one, group, and presentation settings. This needs to be done with written communication, too.
- ◆ Be interested, passionate about your work. This will inspire the same feelings in others.
- ◆ Make sure your words and actions are congruent. Be sure you don't have a "do as I say, not as I do" attitude.
- ◆ Have a real interest in others. Listen to their thoughts and ideas. Be open to opinions different from your own.

Do you want to be Superman or Clark Kent? It's up to you. Working on your image is a valuable investment in your career.



A Lot Can Change in 10 Years!

Ten years is a long time in the business world. Many things change, including the employees who have been with you that long. I can testify to that, as this year is my 10th anniversary with Dimension 11.

My name's Annette, and when I started with the company, I knew next to nothing about the business world. After taking a course in computers and job readiness, I landed my first job . . . here. In these 10 years, a lot has changed. Now I'm the office manager, computer "guru", the go-to person

for design, graphic and marketing needs, webmaster, and writer (yes, I'm even writing this article . . . feels kind of weird).

Of course, Dimension 11 is a place that fosters growth, encouraging and developing employees' goals and interests (even if they do make you do stuff such as writing articles about yourself). In that kind of environment, people can discover their interests and develop them into valuable skills for the company and for themselves. How does your organization stand in this area?

I have truly benefited from my time with Dimension 11, and hopefully am giving as much back to the company as I am receiving. Someone else will have to let you know about that!

Employee Rewards

Employees will feel valued and appreciated if career and personal milestones are recognized and celebrated. Maybe it's:

- ◆ the ***-year anniversary of his/her employment
- ◆ a new baby
- ◆ a certification earned
- ◆ two years cancer free
- ◆ a 15th wedding anniversary
- ◆ a board appointment

These milestones/achievements don't have to be work related. As you get to know your people, you'll learn what would be most meaningful to each one.

You can celebrate by:

- ◆ giving a card
- ◆ sending flowers
- ◆ bringing in a cake
- ◆ taking him/her out to dinner
- ◆ giving a gift
- ◆ booking a singing telegram
- ◆ throwing a party

Be serious or fun, whatever is appropriate. Acknowledging the things important to your employees will show your appreciation for their contributions to the company.

Quotes

"I am here for a purpose...to grow into a mountain, not to shrink to a grain of sand. Henceforth I will apply ALL my efforts to become the highest mountain of all and I will strain my potential until it cries for mercy."—*Og Mandino*

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