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Competitive Edge

**& PACHTER
ASSOCIATES**
THE EXPERT IN BUSINESS COMMUNICATIONS TRAINING

Summer 2010



President's Message By Barbara Pachter



Summer is here...finally! And its impact on the workplace can be seen: Summer hours are beginning for many companies, dress polices are becoming more relaxed, employees are taking their vacations, and summer interns are starting to work.

Interning is a great opportunity for college students. They get to experience the business world, gain "real-life" exposure to their chosen vocation, and learn valuable work skills. Plus, the intern experience looks good on a resume.

At Pachter & Associates we have been very fortunate with our interns. I believe we learn from them as much as they learn from us. They provide a new perspective to our thinking, especially keeping us up-to-date with social media.

This June my son is interning for us until he returns for summer school. His computer graphic skills have been invaluable. An additional benefit is that although he tends to argue with his mom, he doesn't argue with the boss!

If you have interns at your workplace, talk to them. Become aware of their ideas, understand their points of view, and benefit from their youthful outlook. You may be surprised at how much you learn.

Enjoy your summer.

Ways To Toot Your Own Horn

The woman was well-educated, well-groomed and spoke like a professional. Yet when asked about herself, she did not speak of her accomplishments or would put herself down. When asked why, she responded, "I don't want to sound like I'm bragging."



Many people don't talk about or post their accomplishments or they discount themselves with statements like, "Oh, what I did was no big deal."

NJBIZ
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Pachter's Twitter Tips

Use gestures to bring your words to life when giving a presentation. But avoid nervous gestures like playing with a paperclip or passive ones like wringing your hands.

Don't panic if you forget someone's name. It's better to admit it than to not make the introduction.

Arrive on time. It is rude and disrespectful to others if you arrive late and disrupt a meeting.

***Get more tips by following Pachter on her [Twitter Page](#)*

In the business world you can limit your chances of success when others don't know what you do or what you have accomplished. Tactful self-promotion is a business skill. You do not want to sound like a braggart, but you do want to toot your own horn when appropriate.

Here are 5 suggestions to promote yourself successfully:

- 1. Be visible.** Get involved. Join organizations and volunteer for committees. Participate in activities. Make presentations or volunteer to train. If possible, write articles for your company's publications.
- 2. Post your accomplishments on your social media sites. (LinkedIn, Facebook, Twitter, etc.)** Don't mention the same accomplishment over and over. You can overdo it, and that will make you sound like a braggart. There is a balance. You must speak of other things, not just about what you do well. Also, congratulate others on their accomplishments.
- 3. Enter competitions and apply for awards.** And let people know when you win--it builds your credibility.
- 4. Be prepared.** You may find yourself in situations when you have to introduce yourself. Having a prepared self-introduction--"I'm Tom Smith, the new director in sales. John Jones brought me in to start the new field service project" --will allow you to be comfortable speaking about yourself.
- 5. When asked, do tell.** If someone asks you, "How are things at work?", this is your opportunity to mention your accomplishments. Let people know about any recent promotions, new projects, additional responsibilities, etc.

Practice these suggestions, because if you don't speak well of yourself, who will?

Presentation Skills Training Available

Do you dread giving presentations? You are not alone! Yet your ability to give powerful presentations is essential in today's business environment. And how you deliver your ideas is as critical as the ideas themselves.

The Pachter & Associates' presentation skills class will equip you with the skills and confidence to develop, organize and deliver an effective presentation. Offered as a group seminar or individual coaching.

Contact Joyce Hoff for more information at 856.751.6141 or joyce@pachter.com

Presenting to a Difficult Audience



Most audiences want you to do well. Occasionally though you may encounter people who do not want to

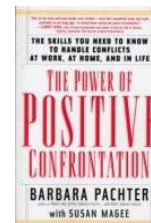
Pachter In The News

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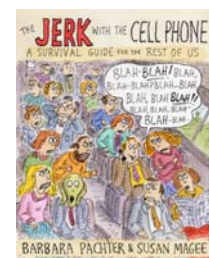
DailyBreeze.com
[Tips for Overcoming New Job Jitters](#)

Yahoo! Hot Jobs
[Embarrassing Moments at Work: How to Recover](#)

Pachter's Books



Receive 50% off Pachter's book, *The Jerk With the Cell Phone!*



be in your audience or have strong (negative) opinions about your topic. Practice these five suggestions to help win over any audience.

- **Mingle before the presentation.** Be friendly. Go up to people and introduce yourself. This rapport building helps people connect with you.
- **Establish credibility.** Make sure the audience knows why you are qualified to talk about the subject. If you are not introduced, make sure you give a self-introduction in the beginning of your presentation.
- **Know your audience.** Learn as much as you can about your audience. What do they know about your topic, what do they want to know about your topic and what are their concerns? If you address your participants' concerns, they are more likely to listen.
- **Project confidence whether you feel it or not.** Don't show or tell the audience that you are nervous. Look people in the eye. Stand when you can. Dress for the presentation. And speak loudly enough to be heard.
- **Anticipate the tough questions and know how you will answer them.** You should not be caught off guard.

Pachter's resource materials and information on training or coaching can be found on her website, www.pachter.com.

Topics include:

- *Business Etiquette*
- *Assertive Communication*
- *Presentation Skills*
- *Positive Confrontation*
- *Business Writing*
- *Women in the Business World*
- *Global Etiquette*

Please contact Joyce Hoff at 856-751-6141 or joyce@pachter.com for further information.

Follow Pachter on these social media sites!

