



First Impressions

(Nate Lawson) There's this old adage that says you never get a second chance to make a first impression and in today's highly competitive job market this could not be more true. Therefore, it's extremely important to distinguish yourself from other applicants by talking to your unique talents, strengths and accomplishments.

One thing that students should do is they should think about these things in advance. And be prepared to give specific examples that highlight these qualities. For example, if a student is interning with a particular company, talk about your projects and what the results you helped the team achieve, tell the recruiter about your specific responsibilities and your specific accomplishments.

The second thing that they might want to consider is their soft skills. Today's employers are looking for more than just good grades. They're looking for employees who have the skills needed to work well with others to achieve the right results.

There's definitely the physical part of first impressions. Going back to your personal brand, how do you want people to think about you in terms of the way you're presented. Do you want to be a serious professional who they can see and envision coming into their workforce, especially if you're going to be representing their brand, are you someone who's friendly and at ease and confident and smiling. It's sometimes more important to think about the person that you're interacting with, as opposed to yourself. So your natural intuition is "how can I make this person gain as much information about me in this 20 minute meeting." But really it's how am I going to make this person feel, because very often someone's impression of you is really how you make them feel.