



“Shaping the Future of HR”

The first All Ireland Local Government Conference

Wednesday 21 – Friday 23 November 2007

BILLY DIXON

Personal and Corporate Image Consultant

Mind Associates Limited



Improving Your Personal Effectiveness.

Billy Dixon
Managing Partner
Mind Associates.



The MEHRABIAN Study:

- 7% message / words only.
 - 38% vocal / or the sound of your voice.
 - 55% appearance and body language.
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What do we need to project?

- Confidence.

- Trust.

- Quality.



Confidence Is Not.

- About feeling comfortable.
 - Being arrogant.
 - Having charisma.
 - Being good at everything.

 - ABOUT BEING PERFECT
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Building Confidence

- Faith in Your Ability
 - Preparation.
 - Accepting the Challenge.
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Focused Confidence.

- When we do things well we feel confident.
- If not doing those things we no longer feel confident.
- Can only do a limited things well.



Set the Scene.

1. Posture.
 2. Walk.
 3. Eye contact.
 4. Friendly.
 5. Handshake.
 6. The tone of your voice.
-



Confidence.



FreakingNews.com



Confidence.



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The Trust Factor.

People Need to Feel Important.

- Praise.
 - Reassurance.
 - Sense of belonging. (identity)

 - Status.
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I Am Most Interested In:

- Me!
 - Reduce the use of: I, Me, My and Mine.
 - Increase the use of: You and Yours.
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The Quality Factor.
