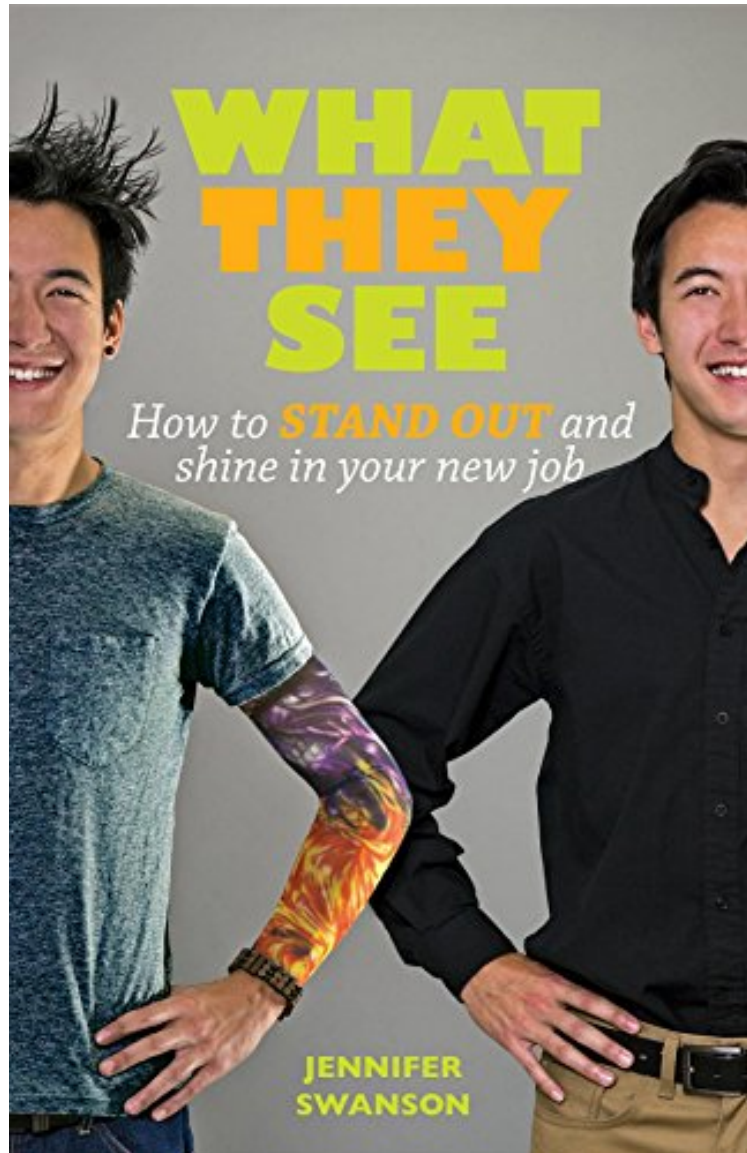


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What They See: How to stand out and shine in your new job

Jennifer Swanson

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Amanda Trickett Wonderful book. Especially for young people entering the work force or looking to be promoted. I found it very entertaining and informative. I really enjoyed Jennifer Swanson's style of writing. 1 of 1 people found the following review helpful. It must be good if my 20 year old will read it! By Storey Book Reviews I read through this book, but as it is aimed a little more towards the younger generations I asked my stepson, who is 20, to read this and give me his thoughts on the book. I honestly thought he would skim read it but he took the time to actually read the book! This is a guy that doesn't read much, so I consider that a win right there. So here is what he had to say (and this is unedited, just copied and pasted what he sent me): This book, in itself, is very neighborly. It tries to relate, and does so well, to the up and coming employees looking for a reliable job, or any job for that matter. The book, in total, was a decent read: Some of it I had known, as I have a job, and some of it I didn't which also applied to some real life aspects. Some topics inside, for instance on 'voice', was very interesting. I can look at myself and can see my voice changing a little when I go into work, like it had described. Another topic on presentation was great as well, especially parts where tailored suits versus slapped-together suits came into play. Another part that I saw was on non verbal communication and the aspects of taking breaks. Some of the nonverbal communication did surprise me, because I didn't even realize how easy it is to tell what people feel just by simply watching their movements. Taking breaks as well interests me because, well, I'm going to be honest, I do slightly push the envelope. I do tend to push one to five minutes after the thirty minutes because, in honesty, cleaning the entire time and moving the entire time takes a chunk out of my energy. The most interesting part, I believe, was when it started talking about being yourself versus how you should act. It described that some aspects really shouldn't be thrown out there, as being too personal can ruin professionalism, but also trying to be too professional can come off as stiff or boring. Being right in the middle works the best. I can be part of both, but I haven't really gotten it down. I can see how being right in middle, being mostly yourself while making it professional, works. That's something I can learn from. Now, I am applying for another job myself, and it is for a job that I believe will make me happier since it is more interesting. I would much rather work with pets for a lower wage, then keep my current job doing something I'm not fond of. Cleaning is a good aspect, but being made to do it just for some cash isn't what I'm looking for. I would much rather take a little nick or scratch trying to befriend animals, especially since they will have to warm up to humans at some point and I know they have personalities that make them great companions. I didn't ask him how many paws he would give it, but I'm giving it 5 paws up! Any book that he is willing to read has to be a winner.

We send messages constantly through our body language, actions, what we carry with us and what we wear. Being aware of the messages you send is the first step in learning how to build an image of professionalism that will assure others that you are capable, competent, and right for the job. An expert in the field of communications and human relations, Jennifer Swanson has written a must-read book for students, new graduates, job seekers or anyone looking to fulfill their professional goals. This book will help you discover how others perceive you when you make a first impression and will show you how to ensure that the world sees you the way you want it to.

About the Author Jennifer Swanson has been teaching Communication and Human Relation skills since 1993 to college students entering the medical field. She is also the creator/host of the Communication Diva Podcast, which has an international audience and helps people in deepening workplace and personal relationships through more effective communication. In addition to teaching young adults, Swanson is an ordained minister in the United Church of Canada, has worked in the Youth and Family Ministry for 3 years, has a Master's Degree in Public and Pastoral Leadership, and is a certified conflict coach and Master NLP Practitioner. She is also a mother and step-mother to four young adults. Swanson draws upon years of expertise as she shares her passion for inspiring others to reach their full potential with readers and audiences worldwide.