

# IMPRESSION MANAGEMENT

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**Institute of Engineering and Technology**  
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**SKILL  
SERIES**

# **IMPRESSION MANAGEMENT**



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## **Managing Impressions**

Managing Impression is a conscious or subconscious process in which people attempt to influence the perceptions of other people about a person, object or event by regulating and controlling information in social interaction.

### **1. What You Do - Be an Inspiration**

Inspirational teachers are the teachers that students will remember for a long time after they have finished learning, so you'll need to make a big impression on your students if you want to fit into this category. It's important that you come across as a great teacher, and not just a good teacher. Great teachers do more than just convey information to their students - great teachers inspire their students and motivate them to learn.

In order to be an inspiration, you must believe in yourself and your students. It's important to be genuine about your goals and dreams with your students, as means they can connect with you on an emotional level. You want your students to see you as a person and not just a teacher. Make sure you share your expectations with your students and hold them to high standards. The last thing you want to do is be a pushover, because your students will lose respect for you, and it will be harder to inspire them to complete the work. You can still create a bond with the students, but make sure you are always pushing them to reach their potential and hit the targets you have

set for them. Your students will rise to the level that you set for them if you are clear and show that you believe in them.

## **2. How You Look - Be Professional**

As a teacher, one of the first things your students will judge you on is how you look, so it's important to think about how you are going to dress for teaching your classes. In this day and age it is tempting to dress casually. Maybe it's due to current culture, maybe you want to identify with the students as being "one of them", maybe you're more comfortable in casual clothing. However, studies show that what you wear not only affects how others perceive you, it also impacts your own behavior. The clothes you wear put you in a mindset, so dress in a way that helps you act professionally. Likewise, be professional in how you speak to your students. Dale Carnegie also says, "any fool can criticize, condemn, and complain but it takes character and self-control to be understanding and forgiving." Instead of being critical of your students, seek to build them up, and encourage them. If you're seen as the teacher who is always criticizing their students, they will be less likely to come to you with questions and comments, for fear of being dismissed. Creating a positive impression with your students is really important, and one that will make your working relationship much easier.



### **3. What You Say - Be Knowledgeable**

It should go without saying that as a teacher you need to be prepared and know what you are teaching! Ideally you are a master of your content and know the information inside and out. This will come from careful planning and considerable time spent preparing for your class.

Ensuring you are prepared for your class means you can spend more time focusing on what you are teaching, as you won't have to worry about getting organized. Make sure you have your lesson plan drawn up well in advance, so you know what points you will need to cover in each class. Also doing things like printing off any handouts or making sure any presentations you have are working before the class starts will make your life easier.



However, it is also worth mentioning that there are situations where that may not be the case! You may be a beginner or might have been unexpectedly thrown into a teaching situation where you aren't an expert. The rule of thumb there is to be the most prepared person in the room. Know what you are doing for that day, being sure to over plan a little in case your timing doesn't work out quite right. As long as you are a few steps ahead of your students, it is okay!

#### **4. How You Say It - Be Enthusiastic**

If you are enthusiastic about what you are teaching, then inevitably your passion will rub off onto your students. Be excited about the information you are imparting! Teach it in interesting ways to help garner enthusiasm among your students.



Keep in mind that the things that you get excited about may not be as interesting to them, so find ways of delivering content that is relevant and captures their attention. Find out what your students are motivated by and how they learn, and then tie that information into your presentation.

Let's be honest though, sometimes it is difficult to be enthused about content that you find boring or is mandated as part of a curriculum. Those situations are what distinguish good teachers from great teachers - the great teachers find a way to make it interesting and exciting. That may be through activities, games, cooperative learning, or some creative thinking outside the box. If all else fails, fake it! Your students will never pay attention to you if it is obvious that you are bored

while teaching. Working as a teacher or trainer can mean that you spend a lot of time being scrutinized from a lot of different angles. Students, supervisors, and administrators will all be watching how you work, so making sure you're giving off the correct impression is really important.

It is vital that as a teacher you present yourself in a way that complements your message instead of hindering it. After all, your goal is to cause your students to learn, and it would be a shame to do anything to take away from that goal.

Dale Carnegie, who wrote the book *How to Win Friends and Influence People* says: "There are four ways, and only four ways, in which we have contact with the world. We are evaluated and classified by these four contacts: what we do, how we look, what we say, and how we say it." This is good advice to apply to any job, but particularly the teaching profession!. Here's how these four areas can improve your presentation and the impression you create on those around





## **Sell Yourself in Job Market**

A candidate seeking a job should market himself like a New Product – by earning and managing/preserving impression.

Impression is a function of deeds and communication. Good deeds and good words are equally important. Impression come about only when we deliver satisfaction to our superiors, other associates and organization.

## **Positioning**

It is our image not reality that others respond to many people are curious to know how they are perceived and assessed. This is nothing but positioning in the minds of others. Try to look through others eyes.

## **Attitude of the Boss**

Superiors tend to make decisions and take-actions on what they perceive to be reality. They are role models and tend to influence our attitudes.

Hence we should try to understand their mind, attitude and motivations. Attitudinal similarity helps making favorable impressions. Compatibility of our self-image with that of superiors may make or mere the impression.

## **Techniques To (Self Presentation Behavior) (STAFF/STUDENTS)**

1. Self-Description
2. Conformity Agreement on Issues
3. Minimum Negative Action
4. Apologize
5. Acclaim
6. Exaggeration
7. Flatter
8. Make Gestures
9. Trouble Shooting
10. Becoming Indispensable

### **Tips for Career Growth**

1. Be honest and improve Team Spirit Never give the impression of being manipulative. Manipulation creates a false image. Image that formed lasts for some time. Fostering team spirit is more important than impressing our Boss. Better to manage our dysfunctional attitudes.

2. Have a broad outlook and improve credibility  
Courage of conviction, empathy for others, cooperation spirit coordination and transcending our functional boundaries help in getting good impression. If your Boss is open minded – respectful disagreement without hurting his ego may enhance your credibility.

3. Create your own USP Each one of us has certain unique skills and could be used as USP. Capitalize

positivity on what we are perceived. En-cash strength and ignore weaknesses. Never leave an image to change.

4. Improve Listening Skills Sincere listeners are rare they are highly respected for being respective, empathetic and cooperative.

5. Improve Non Verbal Skills Outward and decent physical appearance manner, facial expressions, warm gestures and dress habits could convey leisure like impressions.

6. Be Well Prepared Meet the Boss only with facts and figures. Unpreparedness gets a rare access and is a negative feedback in itself.

7. Job Relevant Skills are more important than Qualification.

8. Boss is always right. Working style of the Boss. Some are Task master and some are Team players. What gets success with current Boss may not go well with the Next Boss.

### **Some guidelines for how to manage the impression you make on others in an authentic way:**

1. Know Thyself. Self-awareness is critically important in successful impression management and in being an authentic person. Sociologist Erving Goffman proposed a "dramaturgical theory" that stated that we are actually just a conglomeration of the different roles that we play.

2. Be Thoughtful and Prudent. We need to engage our brains when interacting with others. We must be effective listeners, trying to understand others' points of view. We need to think about the consequences of our statements and our actions.

3. Master Your Emotions. Nothing creates a negative impression faster than an inappropriate emotional outburst. Emotions are important in connecting with others, but we need to regulate and moderate our emotions and our emotional displays.

4. Observe Rules of Etiquette. There are a range of social rules, or "norms" that tell us how we should behave in various social situations.

5. Have Courage and Conviction. There are times when you need to be socially bold and courageous. Take the initiative to start up a conversation with a stranger, to ask a good question, or to aid someone in distress.

6. Be Positive. There is a wealth of research that supports the importance of positive affect in making good impressions. A smile and positive energy is always better than a negative tone.



**Services:**

Services are generally defined as something that is produced and consumed simultaneously. The simultaneous means simultaneously or at the same time. On the other hand, internal support is also needed for the development of each organization in the service sector. One of the internal support is intra-organizational relations. Intra-organizational relationships in the context of relationships between employees within the organization.

Most of the studies on Impression Management that were examined were related to employees in the company. Basically, Impression Management can be applied anywhere and anyone, including in service organizations in the field of education.

**Actions and Interactions:**

Services consist of actions accompanied by interactions which are social contacts. Services are more than just the result of something unobstructed and services are social interactions between producers and consumers.

Kotler and Keller explain that there are four (4) characteristics of services that can be identified as follows.

◆ Intangibility, due to the intangible of services, services are perceived subjectively, and when services are described by customers, expressions such as

experience, trust, feelings and security are the benchmarks used.

◆ Inseparability, services are not objects but services are a process where production and consumption are carried out simultaneously.

◆ Perishability, this property which states that it is impossible to store services such as goods.

◆ Variability, because the production process and delivery carried out by humans are inconsistent so that the delivery of services to each customer is not the same.

### **Self-promotion**

Self-promotion is a tactic in communicating abilities and achievements to try to appear competent. Lecturers communicate abilities and achievements to facilitate interaction with students. Interaction in the lecture process can be shown by lecturers by telling insights about community leaders. This aims to provide an understanding of the material delivered in the classroom. The element told about community leaders is its philosophy. This philosophy is related to the lecture process material. Telling community leaders and related to the material being taught is an ability that is communicated by the lecturer.

## **Ingratiation**

Ingratiation is a tactic that is used to give a pleasant impression by giving support and flattery. One type of flattery is praising the achievements made by others. The achievement is how students in the process of getting the final score by participating in the class. Frequent participation is asking. Because in the process of delivering material sometimes there are things that students don't understand, a question will arise.

Lecturers give appreciation to students because they show students attention with the material presented. While the lecturer will feel less like the condition of the class that only approves because it could be a sign that what is conveyed by the lecturer is wrong material or information. Lecturers pressured that they were asking more questions about small things to add knowledge and understanding about the material than just passively in class.

## **Exemplification**

Exemplification is a tactic where individuals try to appear dedicated through more or better efforts. The business provided by acting as an employee model. The employee model is an individual who takes the initiative in organizing and doing his job well. Lecturers do business that is more or better realized in the form of initiatives. This initiative behavior is applied in the lecture process. For example, lecturers take the initiative to approach

## **students in the lecture process.**

The approach taken by the lecturer is communication. How this approach is channeled through agreements on lecture contracts. Lecturers explain the lecture contract, if there is something that is burdensome then students can negotiate things.

When an agreement has been made, it can be interpreted that the lecture contract is a win-win solution. Lecture contracts benefit both parties, both lecturers and students. So that students are as much as possible not to violate the approved lecture contract.

## **Intimidation**

Intimidation is a tactic in which an individual gives a signal to his power or potential to punish. Lecturers give punishment to students who commit violations. The punishment given is an angry statement. The lecturer scolded the students because the students only did only a few tasks. Even though the assignment is given to improve students' understanding in the material at the upcoming lecture process meeting.

Lecturers scold students not to show their hatred. Being angry, the lecturer shows affection so that students want to improve bad habits. Indeed bad habits will not change quickly.



In the lecture process, lecturers are more focused on generating motivation to learn through support and flattery, so that the conclusions from the analysis are that master degree lecturers are more dominant using ingratiation tactics in the lecture process. While the differences in lecturers by sex, male lecturers are more dominant in using ingratiation tactics and female lecturers are more dominant in ingratiation and intimidation tactics.

The process by which individuals attempt to control the impression others form of them is called impression management. Keep in mind that IM does not imply that impressions people convey are necessarily false.

### **Impression Management Techniques are;**

1. Conformity,
2. Excuses,
3. Apologies,
4. Self-promotion,
5. Flattery,
6. Favors, Association.

## The following table provides some examples of Impression Management Techniques;

Conformity	Agreeing with someone else's opinion in order to gain his or her approval.
Excuses	Explanations of a predicament-creating event aimed at minimizing the apparent severity of the predicament.
Apologies	Admitting responsibility for an undesirable event and simultaneously seeking to get a pardon for the action.
Self-promotion	Highlighting one's best qualities, downplaying one's deficits, and calling attention to one's achievements.
Flattery	Complimenting others about their virtues in an effort to make oneself appear perceptive and likable.
Favors	Doing something nice for someone to gain that person's approval.
Association	Enhancing or protecting one's image by managing information about people and things with which one is associated.

Most of the studies undertaken to test the effectiveness of IM techniques have been limited to determining whether IM behavior is related to job interviews success.

Employment interviews make a particularly relevant area of study since applicants are clearly attempting to present positive images of themselves and there are relatively

objective outcome measures. The evidence indicates that IM behavior works.

In one study, for instance, interviewers felt that applicants for a position as a customer service representative who used IM techniques performed better in the interview, and they seemed somewhat more inclined to hire these people.

Moreover, when the researchers considered applicants' credentials, they concluded that it was the IM techniques alone that influenced the interviewers. That is, it didn't seem to matter if applicants were well or poorly qualified. If they used IM techniques, they did better in the interview.

## **Conclusion**

Why does it matter what image you portray to your students? It matters because you are one of the primary sources of information on the topic you are teaching. You need to command credibility, cause your students to learn, and inspire them to achieve great things. What you do, how you look, what you say, and how you say it all come together to make you a great and memorable staff/faculty.





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