

Communicate and Network Your Way to More Success!

by Lillian D. Bjorseth

Duoforce Enterprises, Inc.

2221 Ridgewood Rd.
Lisle, IL 60532

630-983-5308
630-983-5312 (fax) www.duoforce.com
lillian@duoforce.com

Volume 2 Issue 4 July 2005

Welcome to the sixth issue of Communicate and Network Your Way to Success. My mission is to provide you with valuable information that you can use immediately in the office and at off-site meetings, conferences and other opportunities to build relationships. I'll also keep you up-to-date on public workshops, events and products I offer to help you hone your skills and grow your network.

Contact me directly for conference and meeting keynotes, workshops, in-house training and consulting in vital business networking, business development, communication and team-building skills. You, and your audience/employees, will be glad you did!

Extra! Extra! Extra! Lillian Bjorseth is among the first independent consultants in the world to earn a Certified DiSC[®] Trainer designation from Inscape Publishing. Read on to see what it means for you!

In this issue:

- 1. What You Say Before You Speak, Part II**
- 2. Don't Wait Another 10 Seconds!**
- 3. Lillian Among First in World to Gain DiSC Certification!**
- 4. Ask the Business Networking Authority**
- 5. Coming ... the Fourth Great Chicago Networking Extravaganza**
- 6. Work an Event, not Just a Room**



What You Say Before You Speak II

You communicate a lot about yourself long before you speak. In fact, people may decide 10 things about you within 10 seconds of meeting you. While animals use their physical reflexes to protect themselves, humans use their mental reflexes to be safe in their corporate and private lives. They judge others by their image, a combination of appearance and behavior.

Last issue, we discussed the role color plays in your appearance. Now, we'll look at two more vital determinants: style and fit.

Style

It encompasses the style of the garments you choose as well as your distinctive manner of putting outfits together. Both men and women affect their effectiveness in business with their "style." Shakespeare's 17th century advice on the subject is still meaningful today:

"Neither in the vanguard nor tail of fashion be."

Suits, with good reason, have long been the mainstays in traditional business wear. A jacket with long sleeves, slightly padded shoulders and a collar make you appear one-third more powerful than in shirtsleeves. Decide when this extra power is important for you.

An accountant I was coaching said she often felt overwhelmed by a male client who would stop by her home office. He was always in a dark suit. She benefited from my suggestion to keep a navy-blue blazer handy to wear with certain clients.

The following hints will help you hone your distinctive style.

- **Look like a total package rather than an assortment of disparate parts.** You send mixed messages when your body language and words do not agree, and you do the same when your ensemble is not coordinated.
 - A man whose tie ends several inches above his belt buckle.
 - A man wearing slip-on shoes with a business suit.
 - A woman wearing a low-neck blouse with a business suit.
 - A woman, wearing no hose and open-toe shoes to work.
- **Test the waters first.** Establish your professionalism before you experiment. This includes people entering the business world from high school or college, those changing industries or jobs and those promoted into a new job. Lean toward the conservative.
- **Re-evaluate at least yearly.** Assess your style (and clothes) at least annually. Align the process with your personal and career goal setting. You might benefit from the Impression Management Profile included in my *Don't Wait Another 10 Seconds* workbook. (Ordering information below)
- **Go for it – in your personal life!** If you find business demands limit your freedom of expression, be yourself on your own time. Wear the colors and styles that flatter you but may not fit your business endeavors.

Fit

You may have chosen the right style in the right color to make the impression you desire; yet, if the garment doesn't look as if it was made for you, you still won't achieve your desired results.

Hints to help you:

- **Shop at stores that include tailoring with your purchases, or for a small fee.**
- **Find a good, local tailor.**
- **Buy custom-made clothing.**

The money you spent to make the sleeves, pants and skirts the right length, the waist line fit perfectly and the jacket look as if it had only you in mind will give you increased self-confidence. You may even get that indescribable feeling that you look as you have just stepped off the cover of a glamour magazine!



Don't Wait Another 10 Seconds!

Want to learn more about this fascinating topic? You have several options.

- Visit www.duoforce.com/ldb/nhuwc.htm to purchase Lillian's workbook and CD on the subject.

- Contact Lillian at 630-983-5308 or lillian@duoforce.com to schedule a keynote, workshop or in-house training.
- Visit www.duoforce.com/ldb/direct2-services.htm and click on “online seminars.”



Lillian Among First in World to Gain DiSC Certification!

Lillian is now even more qualified to help you talk the language of your customers, employees, management and peers to achieve better results.

Lillian is among the first independent consultants in the world to earn a Certified DiSC[®] Trainer designation from Inscape Publishing. Inscape’s certification program is based on the *Everything DiSC[®] Facilitation System*, a modular system that helps trainers, coaches, and consultants address organizational needs of small to large companies. Lillian achieved Certified DiSC Trainer status by completing extensive coursework on the DiSC behavioral model, applying her knowledge in the market, and successfully completing a rigorous one-on-one practical examination.

“I commend Lillian’s commitment to professional development,” said Jeffrey Sugerman, Inscape Publishing president and CEO. “In a confusing, competitive marketplace, she has set herself apart by earning additional credentials that authenticate her in-depth understanding of DiSC and its applications.”

Lillian has helped boards of directors, management and employees and sales teams communicate better and increase productivity and profits. Contact her at lillian@duoforce.com or 630-983-5308 to discuss how she can help you learn the universal communication language of DiSC ... and apply it meaningfully and deeply across your organization.



Ask the Business Networking Authority

Do you have questions about business networking protocol or how to network strategically? Send them to me at lillian@duoforce.com, and I’ll answer as many as I can in this newsletter. Put “question for newsletter” in the subject line.

What’s your definition of small talk?

Curious in Columbia MO

Small talk is what you engage in when you first meet someone or reconnect with someone you know casually. There’s nothing small about small talk! It sets the foundation for the rest of your conversation. The potential exists for a major disconnect right from the start. Men have three major topics in their small talk repertoire: sports, current events and business. Women are comfortable with a plethora of subjects. Also, women disclose more about their personal lives than man, e.g. their marital and parental status. Men are much more eager to disclose their personal feelings about their favorite sports team. It is imperative that both genders give and take up front to bestow its due on small talk and let it play its potentially powerful role in relationship building.



Coming ... the Fourth Great Chicago Networking Extravaganza

Mark your calendars now for “the” networking event: the fourth Great Chicago Networking Extravaganza from 5:30 – 8:30 pm Oct. 12, 2005. Location is the Mid-America Club (boasting one of the city’s most beautiful views), 200 E. Randolph, Chicago. You’ll have the chance to give and get through a raffle to benefit the Special Kids Network. Join the growing list of sponsors. Choose from among corporate and not-for-profit rates and get business category exclusivity. Click on www.duoforce.com for more details.



How to Work an Event, not Just a Room

When you master how to work an event, not just a room, you will find that networking lives up to its potential to help you build high-value business relationships. Check out Lillian’s article on this subject in the June 2005 Association Forum of Chicagoland’s *Forum* magazine. Click on www.duoforce.com and look under NewsFlash.

© 2005. Duoforce Enterprises, Inc. Lisle IL. All rights reserved.

To unsubscribe from this newsletter and all information regarding Lillian’s events, send an e-mail to lillian@duoforce.com with the subject “unsubscribe.” It is our ongoing commitment to communicate and network only with those who want to hear from us.