

Business Etiquette: EU Switzerland Students Explore Image Perception with Image ID

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COMMUNICATIONS DEPARTMENT , OCTOBER 29, 2014 / 1511 0

On Tuesday, 28th October, students at the EU Business School Geneva campus attended a Corporate Image and Etiquette session hosted by Julia Soimu, image consultant and founder of Image ID, an image consulting firm based in Geneva.



“Your outer appearance speaks volumes about who you are, and you never get a second chance to make a first impression.” Julia’s bold opening statement set the precedent for what would be an intriguing session, which would unpack and explore the fundamentals of how a person’s image can impact the way that they are perceived by those around them.

The session explored a seldom-taught though much-discussed subject, enabling students to explore an incredibly important aspect of conducting business: how to send the right message and communicate your image wordlessly. The first impressions we form when meeting someone new are based on how they look, talk or behave. A person’s overall “image” may consist of a variety of factors including their clothing, grooming, tone of voice, vocabulary, facial expressions, eye contact, gestures and social behaviors (known as etiquette). Out of someone’s overall communication, only 7% accounts for words and 38% for tone and voice. The non-verbal communication strongly influences other people’s perception and accounts for 55%.

After establishing the significance of the visual presentation of a person, Julia set about outlining for the students a series of techniques and key features to pay attention to. Exhibiting equal knowledge and proficiency when speaking of both men and women, Julia outlined practical tips and advice to help the students ensure that they are perceived in the correct way.



The second part of the two-hour session focused on exploring the need for manners and business etiquette in today's fast-paced, digital and multicultural world. Cultural sensitivity was highlighted, driving home the importance of observing and respecting the varying business practices of different countries. This lesson was particularly important for EU students, whose careers may take them into the international business world in the future.

Aside from the practical and hands-on advice that Julia offered in her session, it was fantastic to see the way that the students reacted to the topic. As with everybody else, they all exhibit their own personal styles and tastes, and it is a subject that is close to everybody. It is clear that in their careers, the students will pay added attention to the way that they present and conduct themselves in a business environment, thanks to the session hosted by Julia of Image ID.



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