

## Relevance

A good professional image can strengthen your reputation and influence. It helps you build relationships and get results.

## Learning objectives

By the end of the session, participants should be able to:

- Understand what affects their professional image
- Apply strategies to manage their professional image

## Before the session

- Ask participants what they would like to gain from the session and use their comments to customize its content.
- Consider how you will facilitate the session and adjust it for your audience.
- Think of an opening activity that will grab participants' attention and other ways to keep the session interactive.
- Prepare any materials you will need for the session.

## During the session

- Welcome participants and introduce yourself.
- Review learning objectives.
- Highlight these key messages:
  - Every interaction, whether it's a conversation, meeting, or email, is a chance to shape your professional image.
  - Your image is a combination of your competence, values, behavior, and appearance.
  - Part of managing your professional image is building credibility and maintaining authenticity.
  - Balancing your professional, personal, and Rotary identities online is crucial to maintaining a positive image.
- Use discussion questions to boost conversation:
  - How do you want colleagues to see you?
  - How can you be aware of what others think of you?
  - Can you describe a time when you failed to present the best image of yourself? How did you try to fix that?

- Why are credibility and authenticity important? How can you demonstrate them?
- What image do your social media profiles project professionally and personally?
- Does this fit with the professional image you want to portray?
- Lead one of the activities below.
- At the end of the session:
  - Take questions from participants.
  - Review the learning objectives to make sure they've been achieved.
  - Ask participants to write down at least one idea they'll use from the session.

## Activities

1. Purpose: Managing your online presence
  - Allow 20 minutes for this activity.
  - Explain that groups of participants will suggest strategies for deciding what to post on their social media profiles in their professional, personal, and Rotary lives — then the groups will each pick their top five strategies.
  - Divide participants into groups of four to begin discussions.
  - After a set time, bring the groups together again and have them each present their five best strategies.
  - Write the responses on a flip chart.
  - Ask group members if they missed any top strategies and add new ones to the chart.
  
2. Purpose: Maintaining a professional image in difficult situations
  - Allow 20 minutes for this activity.
  - Ask participants to think about a difficult situation and consider how they would remain professional. Give a scenario such as:
    - Replying to an emotional email
    - Having a difficult conversation with a colleague
    - Interviewing for a new position
  - Divide participants into pairs.
  - Ask each pair to act out or talk about how they would respond. Have each pair discuss the traits that help maintain a professional image during difficult times.
  - Ask the pairs to each report on one trait they discussed to help maintain a professional image.