

英汉对照管理袖珍手册 ④1

自我形象管理

本书中的各种技巧和工具能帮助你塑造自己的品牌，让你富有领导者的风采。

[英] Pam Jones &
Janie Van Hool 著
许智慧 译

上海交通大学出版社



“本书讲述了产生积极影响的方式，囊括了所有你需要了解的内容。友好的阅读格式，精彩的叙述内容，使之成为每一位商务人士的必读之书。”

——Maura O' Mahony, 管理提升经理，爱尔兰联盟银行(GB)

“本书为如何进行自我发展提供了非常有益的建议。实施建议简单实用，并配有有效的练习，帮助你开始行动。”

——James Moncrieff, 经理，LMT咨询公司

“书中包含业界专家编制的轻松、实用的方法，不论是在商业领域还是在个人生活中，都可应用。”

——Monica Kinder, 助理经理，爱尔兰联盟银行(GB)

ISBN 7-313-04160-8



9 787313 041609 >

定价:10.00元

英汉对照管理袖珍手册

自我形象管理

[英] Pam Jones & Janie van Hool 著
许智慧 译

上海交通大学出版社

图书在版编目(CIP)数据

英汉对照管理袖珍手册:自我形象管理/(英)潘·琼斯(Pam Jones), (英)强尼·范·胡尔(Janie van Hool)著;许智慧译. —上海:上海交通大学出版社, 2006

ISBN 7-313-04160-8

I. 英... II. ①潘... ②强... ③许... III. 个人—形象—管理—手册—英、汉
IV. F270-62

中国版本图书馆 CIP 数据核字(2005)第 110742 号
责任编辑:陈杉杉

英汉对照管理袖珍手册:自我形象管理

许智慧 译

上海交通大学出版社出版发行

(上海市番禺路 877 号 邮政编码 200030)

电话:64071208 出版人:张天蔚

常熟市文化印刷有限公司印刷 全国新华书店经销

开本:890mm×1240mm 1/64 印张:3.5 字数:136 千字

2006 年 1 月第 1 版 2006 年 1 月第 1 次印刷

印数:1—5050

ISBN7-313-04160-8/F·573 定价:10.00 元

版权所有 侵权必究

目 录

导言

(1)



本书的读者对象，
个人影响与魅力展现——为何如此重
要？它们是什么？

谁真正具有影响力，影响力是如何产生
的，立刻开始

获得掌控——自我思考工具

(17)



问卷，了解自己，找出你的优势，你的价
值观和内在动力，压力下的反应，对付内
心的自我批评，管理压力，呼吸，形象化
想象，集中注意力，进入状态，情绪语言，
情绪状态，应对拒绝，幽默，回想的影响，
关键事件练习，积极的心理对话，力量基
础，寻找并选择一个导师，维持内部引擎
由外至内的影响力

(77)



影响力调查问卷，外在的影响，姿势，改
善外在仪态的技巧，手势握手，眼神交
流，营造气氛，享受你的空间，和谐，配合
与对照，表现与外在环境相匹配的活力，
通过语言和内容制造和谐，调整你的风
格，倾听，提问，“是的，而且……”，简单
清晰，被听到，如何使自己的声音最佳，
听上去真诚，声音训练，榜样的力量



建立你的个人品牌

(133)

确定你的品牌，建立你的品牌标识和陈
述，你自己的品牌，培养品牌意识，你的
品牌形象，包装品牌，男性，女性，第一
印象，扩大你的品牌影响



适应环境

(159)

会议，闲谈，记住姓名，15 秒的介绍，讲
演，应对观众，鱼带技巧，效果与影响，
面试，影响力与晋升，敢作敢为



行动计划

(197)

创建你的计划，开始的方式，内部和外
在影响的行动计划

CONTENTS



INTRODUCTION

Who should use this book?, impact and presence - why so important?, what is it?, who makes impact and how, start right now

1



GAINING CONTROL - THE INNER THINKING TOOLKIT

Questionnaire, understanding yourself, identifying your strengths, your values and inner motivation, stress responses, handling your inner critic, managing stress, breathing, visualisation, focus, getting in the zone, mood words, emotional state, handling rejection, humour, reviewing impact, critical incident exercise, positive inner dialogue, power bases, finding and choosing a mentor, maintaining the inner engine

17



IMPACT FROM THE OUTSIDE IN

Impact questionnaire, outer impact, posture, techniques for improving physical presence, gesture, handshake, eye contact, creating atmosphere, enjoying your space, rapport, matching and mirroring, matching energy levels, creating rapport through content and language, flexing your style, listening, questioning, yes, and... simplicity and clarity, being heard, tips for optimising your voice, sounding authentic, voice workout, modelling impact

77



DEVELOPING YOUR PERSONAL BRAND

Identifying your brand, creating your brand identity and statement, your own brand, developing brand awareness, your brand image, packaging the brand, men, women, first impressions, extending your brand

133



ADAPTING TO THE ENVIRONMENT

Meetings, small talk, remembering names, 15-second introduction, presentations, dealing with an audience, the kipper tie technique, impact and influencing, interviews, impact and promotion, assertiveness

159



ACTION PLANNING

Creating your plan, ways to get started, action plans for inner and outer impact

197



INTRODUCTION

前言

INTRODUCTION

WHO SHOULD USE THIS BOOK?



This book is for people in business who want to maximise their presence and create a powerful impact on the people they meet and work with. It provides a wealth of tips and techniques, using questionnaires and exercises to help you assess your impact, and enhance your communication style and strategy.

The book shows you how to appear confident and use a dynamic style of communication, but also how to feel positive and self-assured in any situation. It takes a holistic approach, helping you to project an image that reflects your values and strengths.

The authors bring together experience from the worlds of business and theatre to provide a broad perspective on the benefits of taking control of personal impact.



本书的读者对象



本书是专门为那些想要最大程度地展现个人魅力,希望对遇到的以及共事的人产生极大影响的商务人士而写的。书中提出大量建议和技巧,使用各种问卷和练习,来帮助你评估自己的影响力,从而进一步改进你的沟通策略和方式。

本书告诉你如何让自己看上去充满自信,如何采用各种不同的方式进行沟通,同时,如何在任何环境中都保持积极自信的心态。本书将从整体上帮助你展现一个体现自己价值观与优势的个人形象。

作者汇集了商界和演艺界的经验,从一个广阔的视角,阐述了通过控制个人影响力而带来的益处。



INTRODUCTION

IS THIS BOOK FOR YOU?

- Do you want to make the most of yourself?
- Do you think you could make greater impact?
- Do you need to prepare yourself for a meeting or interview?
- Do you want to create an image which reflects your abilities?
- Do you want to enhance your leadership capability?

If so read on.

'You never know when you are making a memory.'

Rickie Lee-Jones



导言

本书的内容对你有针对性吗？

- 你是否希望最大限度地发挥自己的潜质呢？
- 你认为你可以产生更大的影响吗？
- 你需要在开会或面试之前进行准备吗？
- 你希望展现出能够体现出自己能力的自我形象吗？
- 你希望提高自己的领导能力吗？

如果是的话，请继续阅读。

“你永远不知道什么时候别人就会记住你了。”

Rickie Lee-Jones



INTRODUCTION



IMPACT AND PRESENCE – WHY SO IMPORTANT?

It takes 30 seconds to make an impact.

Albert Mehrabian, Silent Messages, Wadsworth, 1971, 1985

Your image and how you use it is central to others' perception of your abilities, skills and potential. It is amazing how quickly you make an impression on others.

You need to pay attention to your image because:

- To develop your career you will need to sell yourself to others
- In a service economy people buy you
- While adapting to the environment you work in you need to stay true to yourself, and know how to do this
- There is a clear relationship between impact and self-concept; each feeds off the other
- Confidence is contagious, but so is lack of confidence
- You have the ability to create the atmosphere you work in through generating a positive impact

⑥ Projecting the right image can mean the difference between success and failure.

个人影响与魅力展现——为何如此重要？



“给别人留下印象只需要 30 秒钟。”

Albert Mehrabian, 无声的信息 (Silent Messages), Wadsworth, 1971, 1985

你的外在形象以及你展现个人形象的方式,是影响他人对你能力、技能与潜力的看法的关键。在很短的时间内,别人就会对你有一定的印象,这个时间短得让你惊讶。

你需要关注你的形象,因为:

- 要想发展事业,你需要把自己销售给别人
 - 在一个服务至上的经济形态中,人们认同的是你
 - 在适应工作环境的同时,要对自己诚实,并知道如何做到这一点
 - 影响力与个人想法之间关系明晰,互相依赖
 - 自信可以感染他人,同样,不自信也是如此
 - 你能够通过积极影响来营造你想要的工作环境
- 是否能够展现适当的形象可以决定你的成败。

INTRODUCTION

WHAT IS IMPACT AND PRESENCE?

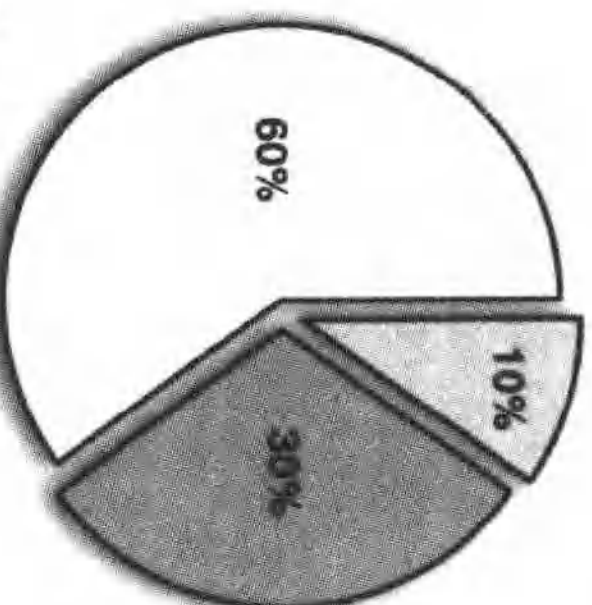


We are so much more than what we do.

Career progression is not just about doing a good job, but about:

- Getting exposure with key people
- Visibility
- Personal credibility
- Networking
- Sending out the right messages
- Being positive
- Creating the right image

Your personal presence is the experience people have of you and the memory of you they will take away.



- What you do
- How you do it (image/style)
- How visible you are/who sees you

什么是影响力与表现力？



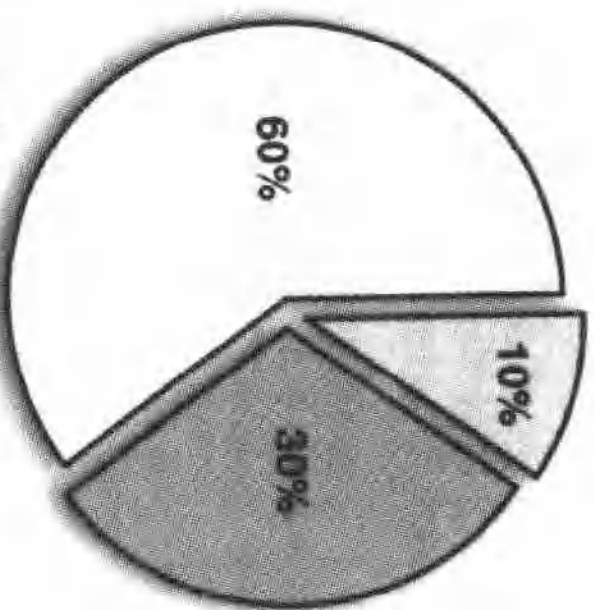
我们远不止限于我们所作的。

事业的发展不仅是将工作做好,还包括:

- 接触重要人士
- 可见度
- 个人的可信度
- 关系网络
- 传递正确的信息
- 态度积极
- 塑造适当的形象

你的个人展现就是他人和你相处的体验,

以及他们离开之后,你给他们留下的记忆。



做什么

如何做(形象/风格)

你的可见度有多高/谁看到了你

INTRODUCTION

WHO MAKES IMPACT AND HOW?



In the media every day we are bombarded with images of people who make an impact: politicians (nationally and internationally), actors, artists, sporting heroes, etc. These people inspire strong reactions from their audience, both positive and negative.

Before you can effectively make an impact, or make yourself memorable to the audience that you face (be that one person or a thousand), you need to have a clear idea of what you think impact is, or should be to give you the results you want.

Think of some famous people that you would define as being charismatic, having personal presence, creating impact, and try to define what it is about them that gives them this quality.

Chances are, you'll have focused on people whose image is everywhere, but who are unknown to you, other than in pictures or on TV.

Now try the exercise with people you know, or have met. Analyse what it is that they think, feel, say and do that gives them this quality and then define which of those qualities you share with them or would like to develop.

谁真正具有影响力，影响力是如何产生的？



每天我们在媒体上受到各种颇具影响的人物的连番轰炸：不论是政治家（国内的，国际的）、演员、艺术家、还是体育英雄等，都能引起受众或正面或负面的强烈反应。

在产生有效的影响，或让你的观众（不管是一个人或一千人）记住你之前，你需要清楚地明白何为影响，或者影响应该是什么样的，以产生你希望的结果。

想想某些极具魅力或颇具表现力、个人影响的知名人士，描述一下他们何以有这样的特质。

很可能你想到的都是那些随处可见的人，你只在图片或电视上看到过他们，但对他们并不真正了解。

现在和那些你认识或遇见过的人做一下这个练习。分析一下是什么原因，他们的想法、感觉、讲的话、做的事等，使他们有这样的素质，哪些素质是你也拥有，或希望自我培养的。