

First Impression Management, Inc.



Presents

Creating a Positive Work Environment

First Impression Management Inc. requests that this information be used for no other purpose than the evaluation of our capabilities. Its content should not be disclosed to any parties other than those legitimately involved in the evaluation process.

Creating a Positive Work Environment

This training program begins with the participants taking the DiSC Classic Personal Profile® (Inscape Publishing) assessment tool, either online or the paper version. They answer a few questions that gently guide them through a journey of self-discovery. The responses are neither right nor wrong and are intended to prompt personal reflection on each individual's comfort level.

After completing the online DiSC Classic Personal Profile® which takes about 20 minutes, each participant receives an *in-depth report* which will help them reduce barriers, anticipate and minimize potential conflict with others and increase your appreciation of the different communication styles. The hardcopy version of DiSC Classic Personal Profile® also takes about 20 minutes to complete, and provides each participant with an understanding of their communication style.

During the half-day or full day training program, participants gain an understanding of themselves and during interactive exercises, they learn to:

- Identify and understand their own behavior
- Adapt their own behavior when necessary
- Understand the behavioral styles of others
- Appreciate the differences in others and how to get along better
- Improve their communication skills with others
- Discover ways to deal with conflict effectively
- Cultivate teamwork and reducing team conflict
- Manage interpersonal communication better

Results you can expect. Employees learn to:

- Value the behavioral strengths of others
- Improve their communication skills and learn to collaborate
- Increase their sales skills by understanding the client's behavior and decision making style
- Develop coaching and mentoring skills (managers)

What is DiSC?

DiSC is a model of human behavior that helps people understand "why they do what they do." The dimensions of **D**ominance, **I**nfluencing, **S**teadiness, and **C**onscientiousness make up the DiSC model and interact with other factors to describe human behavior.

Originally created by Dr. William Marston at Columbia University and researched and updated by Dr. John Geier and Inscape Publishing at the University of Minnesota, the DiSC model and its various assessment tools have helped over 35 million people in 20+ languages over the last 40 years.



DiSC is used worldwide in training and coaching, including organizational development and performance improvement. Organizations also use the DiSC assessment tool as a performance improvement strategy. The most important benefit of the DiSC model is that it helps individuals understand themselves and others better. Organizations then utilize the DiSC training program to achieve the following outcomes:

- Reduced conflict in the workplace
 - Improved customer relationships and customer satisfaction
 - *Reduced personal and organizational conflict and stress*
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About Us

First Impression Management, Inc. is nationally recognized for the quality of the customized corporate training programs it provides on Business and International Etiquette and Protocol, Business Communication, Dressing for Success, Dining Etiquette, Cross Cultural and Diversity training.

Mercedes Alfaro is President and Founder of First Impression Management, Inc. Ms. Alfaro travels throughout the United States and presents informative and up-to-date training programs to Fortune 500 companies, government agencies and Universities. As a business advisor, coach and trainer Ms. Alfaro has the practical skills and knowledge to help others create a successful business presence. Her corporate background spans more than two decades of experience working for IBM (including management, project management, customer service and training). Ms. Alfaro has traveled internationally representing IBM in European and Latin American countries.



In addition to earning a B.S. degree from the University of Delaware and graduating with Honors, Ms. Alfaro is a certified Corporate Etiquette and International Protocol Consultant. Ms. Alfaro is also trained in verbal and non-verbal communication, including Neuro Linguistic Programming (NLP) and is an associate of the Diplomatic and Consular Academy where she does international training on International Etiquette and Protocol.

Ms. Alfaro injects her training with real-life applications that have consistently earned her excellent feedback and increasing success with her clients. Ms. Alfaro is a member of the National Speakers Association, has published articles in numerous business publications and has appeared as an expert etiquette advisor on various television stations including: ABC, CBS, UPN and FOX stations. Ms. Alfaro has also been quoted as an expert in business etiquette in articles published by The New York Time, The Chicago Tribune, the Los Angeles Daily News, the Atlanta Journal-Constitution and the Miami-Herald.

Our Mission

We will provide you with a creative program that inspires your employees to raise their professionalism to higher standards.

Our Culture

We are flexible, innovative, easy to work with, hands-on, fast paced, detail oriented and fun loving.

Our promise to you

- We take great pride in the professional quality of our work
- We are determined to achieve excellence in everything we do
- We make a concerted effort to be the best in our industry