

## ***Creating a Winning Personal Image***

You don't get a second chance to make a first impression. Are you creating the "right" impression of you, your abilities, and your organization? Just like choosing a book based on the cover, people determine your reputation by how they perceive you. This session will help you understand how people form an opinion of you and will teach you ways to ensure it is a positive opinion. Discuss how to walk, talk, dress, and interact with clients, customers, colleagues, and the general public.

### **Speaker: Ann Christoffersen**

Ann has been an RGI Consultant for 17 years and has been in the technical communication field since 1990. She has developed and delivered written and oral communication skills courses in both the United States and Canada.

She holds a BS in Computer Science and Mathematics from Clarkson University and has a Master of Science degree in Instructional and Performance Technology from Boise State University. She is a Certified Human Performance Analyst specializing in Front End Analysis, developing training programs to support major systems acquisitions. Ann is retired from the US Army Reserve, with over 20 years combined service from Active Duty, National Guard, and Reserve components.

Ann has been a technical writer for Accelerated Technology, Inc. working with programmers and customer support to develop effective user guides. As a consultant, she has worked with companies to comply with various portions of the Americans With Disabilities Act. She was also an outreach instructor for South Western Oregon Community College and the University of Southern Alabama teaching business writing skills and editing skills. Ann has also worked with the IEEE press reviewing and editing several books prior to publication.

Ann teaches regularly to the General Electric, Engineers Geoscientists Manitoba, Manitoba Hydro, SaskTel, and TetraTech, an engineering consulting firm. Her teaching experience is extensive, across varied audiences, and she has mentored many other presenters.