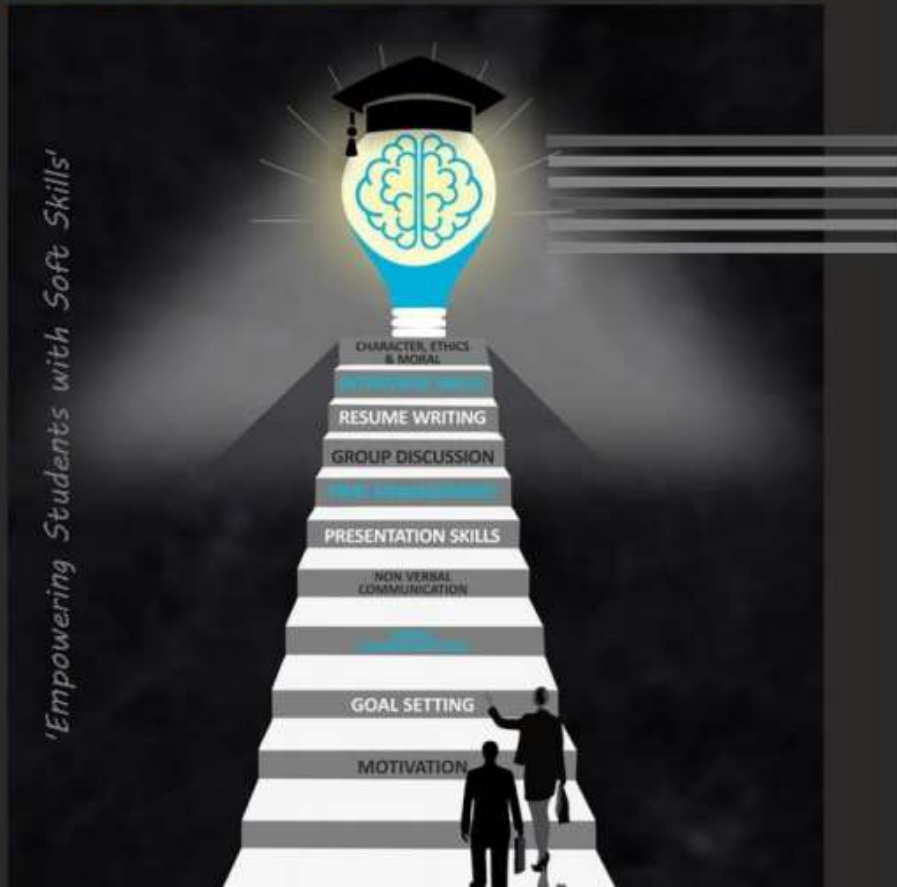


# SOF 10

*Stand on your own feet...*

E-BOOK

*'Empowering Students with Soft Skills'*



**SANT GADGE BABA AMRAVATI UNIVERSITY  
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#### ABOUT AUTHOR

Author has 12 Years of experience in pharmacy stream and he is presently working as Associate Professor. He is the Life Member of Association of Pharmaceutical Teachers of India (APTI). He has guided about 15 PG students' projects. He has more than 30 papers in reputed peer reviewed national and international journals. He is author of 02 books in Pharmacy discipline. He has also guided more than 30 students of B.Pharm and currently involved in research on Co-crystal engineering, Molecularly Imprinted Polymer and Analytical Method Development.

### Chapter 16

## FIRST IMPRESSION

First impressions matter – a lot! It's time to change the well known proverb "First Impression is Last Impression" to new "First Impression is Best Impression". First impressions are all initial judgments supported by nonverbal communication signals. First impression is that event when one person first encounters another person and forms a picture of that person. Impression accuracy varies counting on the observer and therefore the target (person, object, scene, etc.) being observed. First impression are supported an honest range of characteristics like- age, race, culture, language, gender, physical appearance, accent, posture, voice, number of people present, economic status, and time allowed to process. The first impressions that individuals give to others could greatly influence how they're treated and viewed in many contexts of lifestyle.

Making an excellent first impression is imperative to become an influential leader. You only get round to form a primary impression. While the studies don't agree on one specific number – they all agree that you have less than 30 seconds to impress someone. Some studies even state that you have only seven seconds before someone makes a judgement. You have got a lot to pack into those seven seconds to make your impression a positive one. A person must prove they are an honest, genuine, trustworthy person with nonverbal communication in one tenth of a second or interaction won't continue. One example of the