

## The Success Code: How to Stand Out and Get Noticed



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*(Dayton Stracke I)*

## THE SUCCESS CODE: HOW TO STAND OUT AND GET NOTICED



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Hodder & Stoughton General Division. Paperback. Book Condition: new. BRAND NEW, The Success Code: How to Stand Out and Get Noticed, John Lees, 'A pragmatic and insightful guide to building reputation and impact that anyone can learn from' Penny de Valk, Managing Director, Penna Talent Practice 'Packed with helpful facts, insightful quotes and practical tips' Ian Nicholas, Chief HR Officer, REED Specialist Recruitment Ltd This is a book about getting noticed, but not a conventional book. It doesn't tell you to sell yourself, get out there, impress with power dressing or to have an elevator speech. Getting noticed doesn't have to mean over-selling. Over the course of this book, you will discover exciting research, positive psychology and advice from a range of experts that will help you make an authentic impact. By stepping just to the edge of your comfort zone, you will learn to project yourself onto the world of work. From personal influencing skills to presentations, this book decodes success for people who hate the idea of selling themselves. You'll rethink networking, learn how to talk about yourself in ways that others find easy to hear - and also directly influence what people say about you. You'll discover how you can project yourself in writing without looking as if you're pushing too hard, and learn to engage people in a way that sparks curiosity and leads to interesting offers. Written for both introverts and extroverts, THE SUCCESS CODE shows you how to find an authentic voice even if your style is naturally self-effacing. You'll learn to get your name 'front of mind' by making sure the right messages about you come across even when you're not in the room. This is your game plan for getting noticed. Are you ready? 'If you would rather climb the stairs than...



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