



**ART OF COACHING PODCAST™ EPISODE 117
BRETT SOLO EPISODE: IMPRESSION MANAGEMENT IN LEADERSHIP & LIFE**

How do you decide what outfit you're going to wear each day? What deodorant you're going to put on? What music you're going to listen to in the car? What coffee shop you're going to stop at on the way to work? Think about what actually influences those decisions and then describe them here.

We don't have one true "authentic self". Rather, we are an amalgamation of the things we've seen and heard over time. We are like actors who play different roles depending on what context we find ourselves in. What roles do you play in your life? What are your "front stage" and "back stage" behaviors?

There are 3 main reasons people engage in impression management. 1. To facilitate social interaction (e.g. small talk). 2. To gain social and material rewards (e.g. credentials and titles). 3. Self-construction (i.e. discovering who we want to be in certain situations). Describe one way you've engaged in each of these behaviors surrounding impression management.



There are 6 types of impression management discussed in this episode:

1. *Ingratiation*: Attempting to get others to like us.
2. *Self-promotion*: Convincing others of our competence.
3. *Intimidation*: Attempting to gain power over others.
4. *Exemplification*: Providing an example of what to (or not) to do.
5. *Supplication*: Convincing others we are weak or helpless.
6. *Association*: Increasing or decreasing connection with others using our network.

Describe how you've seen or used 2-3 of these types of impression management in your life. Which do you use most often?

In what ways are you pleased with how you use impression management? In what ways would you like to change or revise your strategy? Name one impression management strategy you heard in this episode that surprised you.



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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