

# Wright State First Impressions

A positive first impression is an important step to building a relationship with our students, guests, and community members. Whether it is over the phone, online, or face to face, the initial impression sets the tone for the entire campus experience.

It makes a difference. You make a difference.

We are inclusive, considerate, and sensitive to the needs of others. We provide reasonable assistance without being asked. When someone reaches out for help, we help. We have a can-do attitude. The phrases “I don’t know” and “that’s not my job” do not exist in our vocabulary. And we start every interaction with the goal of creating a great first impression.

## **10 simple ways to make a great first impression:**

1. **The 5-10 Rule:** If you are within 10 feet of a visitor, make eye contact and smile. This shows people you are happy and there to help. If you are within 5 feet of a customer, say hello. This acknowledges their presence and makes them feel welcome.
2. Create a welcoming and pleasant experience for each visitor by being sincere, confident, and cordial in your interactions.
3. Your office is part of your first impression. Does your space look inviting? Consider warming it up with a plant, a lamp, a scented plug-in, a dish of individually wrapped mints, or other small touches that welcome newcomers.
4. If someone is waiting in a lobby, offer a smile and warm greeting and volunteer to locate assistance.
5. Consider your posture and mannerisms. Does your body language give the message that you are ready and eager to serve the student?
6. Don’t tell me, show me. If someone looks lost, take the time to escort them to their destination.
7. If you see it, pick it up. Campus beautification doesn’t have to be an organized event. If you see a piece of litter, pick it up and dispose of it.
8. Spend your lunch hour or other free time outside during the first week of each term to answer questions for students or help them find their classes. Wear your green and gold and make it known that you are there to help.
9. If someone is having a problem, we listen and either resolve the issue or escort them to the correct person who is empowered to resolve the issue.
10. If someone talks about Wright State in person or online, take the time to acknowledge their statements in a positive, value-added manner.