

## FOR IMMEDIATE RELEASE

### June 30<sup>th</sup> is National Handshake Day: It's Career Critical to Master Yours!

Jenkintown, PA – Watch out Donald Trump, Howard Stern and other germophobes. It's your worst nightmare -- **June 30th is National Handshake Day, according to Chase's Calendar of Events.**

Stern, Trump, and many others avoid handshaking for fear of catching/spreading germs. The latter called shaking hands "one of the curses of American society." Even Trump knows, however, that it's usually impossible to avoid handshaking when in a business setting, especially during Presidential campaign appearances. Perhaps he can get away without shaking hands, but not the average businessperson. And, although shock jock Stern has perfected his knuckle-knocking, hand-free alternative to handshaking, we don't think it will catch on in corporate America.

Why? Because the handshake is still based on trust, and showing people that you trust and want to connect and build a relationship with them. A 2012 MIT study "The Power of a Handshake: Neural Correlates of Evaluative Judgments in Observed Social Interactions" concludes that "strangers do form a better impression of those who proffer their hand in greeting."

We can all benefit from practicing this time-honored form of meeting and greeting, says workplace/career expert Marjorie Brody, author of *Ignite Your Personal Brand: Create Positive Visibility* (\$10, Career Skills Press). **She has identified 10 Nightmarish Handshakes to Avoid.**

Have you ever shaken someone's hand and received a death grip? Or, worse yet, a fingers-only clasp that crunches all digits together? And let's not even go into handshakes featuring cold, clammy or sweaty palms! Here they are, the **10 Nightmarish Handshakes:**

- The "macho cowboy"
- The wimp
- The "dead fish"
- The "four finger"
- The cold & clammy
- The sweaty palm
- The "I've got you covered" grip
- The "I won't let go"
- The "southpaw"
- The "ringed torture"

Whether you're at a meeting, sales call, or job interview, an effective handshake needs to be part of your repertoire. All too often, professionals who are otherwise well-dressed, groomed, and experienced will fail to shake hands properly. The message their handshakes send may be one of disrespect or weakness.

Prospective employers consider a good handshake vital. A study by the University of Iowa's Tippie College of Business quantified the importance of a good handshake in job interviews: Students who scored high with five trained handshake raters were also considered to be the most hireable by job interviewers from Iowa City-area businesses. The professor who coordinated the study said, "We found that the first impression begins with a handshake that sets the tone for the rest of the interview." He elaborated, "The handshake is one of the first nonverbal clues we get about the person's overall personality, and that impression is what we remember."

**So, ask yourself: Is your handshake powerful or pathetic?** Brody shares *pointers to make your handshake more effective*: As you approach someone, about 3 feet away, extend your right arm at a slight angle across the chest, thumb pointing upward. Then, lock hands, thumb joint to thumb joint. Firmly clasp the other person's hand, pump it two to three times, and let go.

Make June 30<sup>th</sup> the day to get it right and avoid giving a nightmarish handshake that can be a deal breaker or first impression killer!

To book Brody for an interview, or receive a review copy of *Ignite Your Personal Brand*, contact Miryam S. Roddy at 215-886-1688.