

## FOR IMMEDIATE RELEASE

### **June 25<sup>th</sup> is National Handshake Day: It's Career Critical to Master Yours!**

Jenkintown, PA – Watch out Donald Trump, Howie Mandel and other germaphobes everywhere. It's your worst nightmare -- **June 25<sup>th</sup> is National Handshake Day, says Chase's Calendar of Events.**

The reality is that many people avoid handshaking for fear of catching and spreading germs. But, even real estate mogul Trump knows that it's usually impossible to avoid handshaking when in a business setting -- perhaps "The Donald" can get away with it, but not the average businessperson.

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."

So, although "America's Got Talent" judge Mandel has perfected his knuckle-knocking, hand-free alternative to handshaking, we don't think it will catch on in corporate America. Business professionals and job seekers note: June 25<sup>th</sup> is the day to get it right and avoid giving a nightmarish handshake that can be a deal breaker or first impression killer.

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 2014). **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 ... **10 Nightmarish Handshakes to Avoid:**

- 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. It found that 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."

**Ask yourself: Is your handshake powerful or pathetic?** Brody has 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.

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