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Monday, August 11, 2016 Perceived Superiority "He's so great," said the executive assistant to the CEO of one of the largest companies in the world. "He sits right in the center of the table, where he has the best view of the entire room. He always knows what's happening in the room, and everyone else feels he's such an important person. He sits there, so conscious of how good he looks, and so important to the company." A day later, the assistant is no longer with the company. The perceived superiority of the CEO is one of the most common problems I see among consultants, and is very difficult to change. In a consulting situation, I'd say that this type of perceived superiority is only a problem if the perception is incorrect. For instance, you might see an executive assistant who shows up to work every day, with no apparent explanation as to why, except that he's "just doing his job." If this is the case, it's really no problem - the CEO has made it clear that it's his job. However, you might find this CEO inviting an employee to dinner when he hasn't even talked to him, or inviting you to a party where he's going to spend several hours making you uncomfortable and hard to talk to. The problem is the perception that one person is superior to another. That might not be the case, and it might not have anything to do with the person in question. It could be that this person is just a pleasure to work with, and the company knows that. There is a way to deal with this, and it begins with the person who actually is inferior. Whenever you have something to offer, you must demonstrate a certain level of competence, and that competence must not be exaggerated. The most commonly used method of showing competence is through demonstrating how you carry yourself. Most people have good personal skills, but they rarely demonstrate these to others. I'll leave the concept of personal competence for a later post. For now, it's enough to know that everyone knows that someone who talks loud, or who flounces around the office, is not a competent person. If you want to be taken seriously, you have to demonstrate competence through how you carry yourself. The perception of 82157476af

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