

Impression Management Tactics

Behavioral Matching	The target of perception matches his or her behavior to that of the perceiver.	A subordinate tries to imitate her boss's behavior by being modest and soft-spoken because her boss is modest and soft-spoken.
Self-Promotion	The target tries to present herself or himself in as positive a light as possible.	A worker reminds his boss about his past accomplishments and associates with co-workers who are evaluated highly.
Conforming to Situational Norms	The target follows agreed-upon rules for behavior in the organization.	A worker stays late every night even if she has completed all of her assignments because staying late is one of the norms of her organization.
Appreciating or Flattering Others	The target compliments the perceiver. This tactic works best when flattery is not extreme and when it involves a dimension important to the perceiver.	A coworker compliments a manager on his excellent handling of a troublesome employee.
Being Consistent	The target's beliefs and behaviors are consistent. There is agreement between the target's verbal and nonverbal behaviors.	A subordinate delivering a message to his boss looks the boss straight in the eye and has a sincere expression on his face.