

# WELCOME TO

## The Art of the First Impression

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### LEARNING OBJECTIVES:

- Identify how tone impacts a first impression.
- Utilize the Five Elements of a Strong First Impression to determine what to do when encountering a first impression opportunity during an inspection.



What is your  
reaction  
to this  
experience?



How long do  
you think it  
takes for  
someone to  
form an opinion  
of you?

ANSWER: 10 seconds



People remember how you make them feel more than what you say.



# What are our goals while making a first impression as an inspector?

Our first impression goals as an inspector are influencing:

- Cooperation during inspections.
- Openness and honesty from managers/operators.
- Trust.
- Building a positive relationship for longevity.

# 5 Elements of a Strong First Impression



Appearance  
and  
Approach

1



Body  
Language  
and Facial  
Expressions

2



Voice and  
Word  
Choice

3



Framing the  
Interaction

4



Listening

5

# 1<sup>st</sup> Element of a Strong First Impression

## APPEARANCE AND APPROACH

- ▶ Professional Attire
- ▶ Approach Calmly with Confidence and be Prepared



# Polling Question



What percentage of communication is nonverbal?

- a. 55%
- b. 25%
- c. 75%



# 2<sup>nd</sup> Element of a Strong First Impression

## POSITIVE BODY LANGUAGE AND FACIAL EXPRESSIONS:

- ▶ Smiling
- ▶ Making eye contact
- ▶ Keeping your posture open



# 2<sup>nd</sup> Element of a Strong First Impression

## BODY LANGUAGE AND FACIAL EXPRESSIONS TO AVOID:

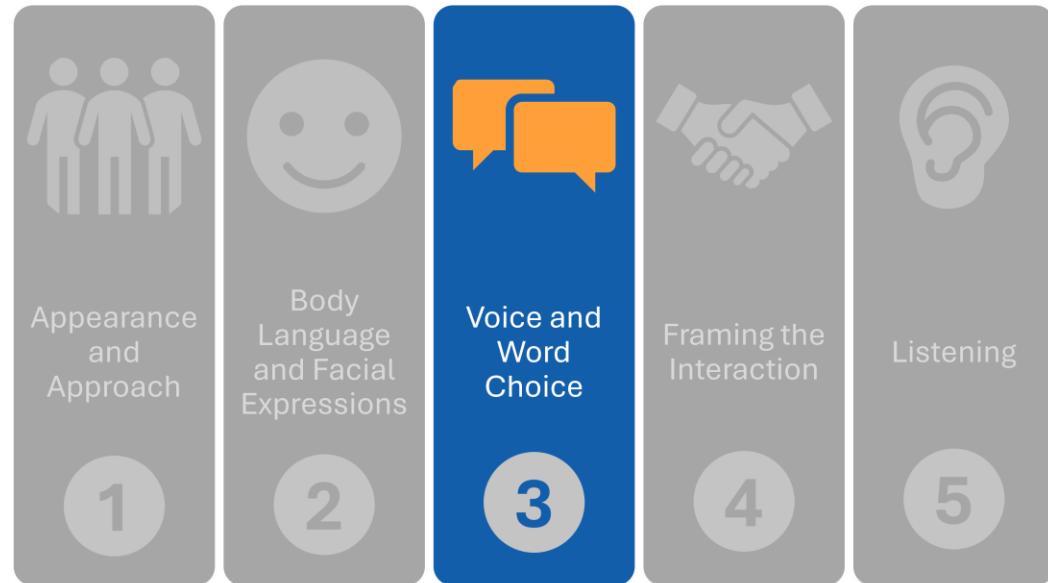
- ▶ Closed off or impatient gestures.
- ▶ Frowning or grumpy face.
- ▶ Rolling eyes.



# 3<sup>rd</sup> Element of a Strong First Impression

## VOICE AND WORD CHOICE:

- ▶ Tone
- ▶ Using inclusive language
- ▶ Empathy
- ▶ Avoid using jargon



“You need to fix this.”

“Let’s take a look together.”



# 4<sup>th</sup> Element of a Strong First Impression

## FRAMING THE INTERACTION:



What are some possible shared goals between you and a manager/operator you could add into your introduction?



Appearance  
and  
Approach

1



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Voice and  
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# 5<sup>th</sup> Element of a Strong First Impression

## LISTENING:

**L** - look

**I** - involve

**S** - staying on target

**T** - testing understanding

**E** - eliminate distractions

**N** - neutralize your feelings



Appearance  
and  
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1

2

3

4

5



“What is the difference between  
hearing and listening?”



# 8 Tips to Making a Good First Impression During an Inspection

1. Be on time.
2. Ask people what their name is.
3. Environmental awareness – Acknowledge current tasks.
4. Share a compliment about their business.
5. Communicate the “why” during the inspection when issues are identified.
6. If a new person enters the space where you are conducting your inspection, reintroduce yourself.
7. Admit mistakes.
8. Ask lots of questions.



“What are some questions you could ask as an icebreaker when conducting an inspection?”



# 8 Things to Avoid When Trying to Make a Good First Impression During an Inspection

1. Rushing.
2. Appearing distracted.
3. Jumping into criticism or corrections before building rapport.
4. Getting in the way or making yourself the priority.
5. Not washing your hands and being a model of good personal hygiene.
6. Being defensive.
7. Pretending to know everything.
8. Interrupting.



# What would you say and do?

## SCENARIO #1:

You are meeting the cook at a restaurant for the first time and notice they aren't cooking the meat the correct way.

**Describe what you would say and do to make this first impression a positive one.**

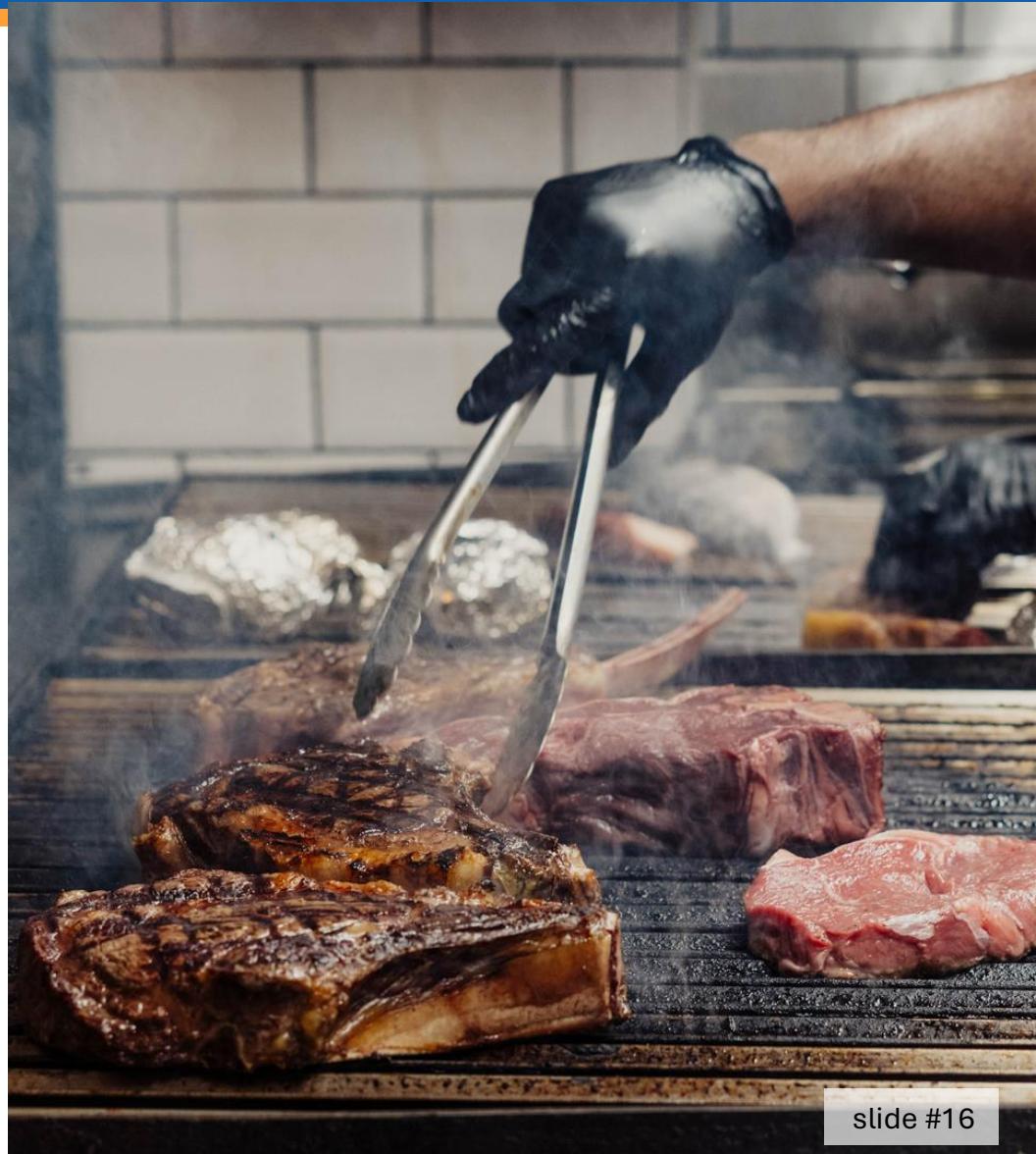


# What would you say and do?

## SCENARIO #1

### POSSIBLE ANSWER:

“Hi, I’m \_\_\_\_\_. Can you walk me through the steps on how you cook this chicken? (listen to the explanation) I appreciate you explaining that. Just a quick note before we go any further... based on what I am seeing, there may be a food safety issue here. Let’s take a closer look together and make sure everything is in line with the guidelines.”



# What would you say and do?

## SCENARIO #2:

You observe a cook handle raw chicken placing it on the grill and then move to assembling a salad.

**Describe what you would say and do to make this first impression a positive one.**



# What would you say and do?

## SCENARIO #2

### POSSIBLE ANSWER:

“Hey, I just want to pause you for a moment. After handling raw chicken, it’s really important to wash your hands before touching ready-to-eat food like salad. That helps prevent any risk of cross-contamination. Do you managers ever talk about cross contamination?



List one thing that stood out to you during today's session that you are going to focus on during your next inspection first impression.





REMEMBER...

“You never get a second chance  
to make a first impression.”

- Will Rogers

