

A Picture Is Worth...

Or is it? Since the Front Page starting sporting my photo, I've learned a thing or two about perceptions. For instance, some people here who know me quite well say I look too serious—that I have a more “playful” personality than is conveyed by the picture. Others who also know me have said I look “professional yet interesting.” (Those are the people I agree with.) Someone else here who does not know me said I look “mean” in the photo and expressed surprise that I’m “friendlier in person.” Complicating the matter, I’ve since cut my hair quite short, making the shot outdated. But enough about *moi*. I’m trying to fashion a lesson from those differing observations.



Perhaps it's obvious: People interpret visual information through their personal filters, built on years of their life experience. People see things differently; no astonishing insight there. The lesson may be not to assume that people see what you see, whether it's your persona or a piece of art in a magazine—that's a good lesson for an editor. And be aware that people you know and work with may be walking around with inaccurate, even false, impressions of you as a person and thus acting on those assumptions accordingly. (I am, in fact, not mean.)

But enough about *moi*. This issue of *T+D* looks at what we're calling Training at Large—from three perspectives: the changing perception of what's most valued in a trainer, how trainers can be perceived better in the boardroom, and how you can boost a potential buyer's perception of your training company. Again, about perceptions.

So, is a picture truly worth a thousand words? If that means a picture tells all, then I'd have to conclude no. If it means that a picture is likely to evoke a thousand words, you bet.

Haidee E. Allerton

Editor



Editorial Excellence -
Single News Article:
“Roll ‘Em Up”
ASBPE
American Society of
Business Press Editors
1998

Gold Circle Awards:
Certificate of
Achievement
ASAE,
Communications
Section
American Society of
Association Executives
1994

Best Design - Special
Editorial Report or
Section: “Making
Choices About
Change”
OZZIE Bronze Award
of Excellence 1992

Magazine Regular
Non-Opinion
Column: “Working
Life”
Clarion Award
Women in
Communications
1992