

PATRICIA ROSSI

Impressions • Influence • Impact

Patricia Rossi bio

Drawing upon her twenty-plus years of experience in social intelligence, Patricia created the First Impressions, Lasting Impact Model to help others navigate the ever-changing social environment by maximizing their presence, performance, and professionalism in seven critical areas of influence. Her expertise in influence, impact, and impressions has helped business owners, athletes, young professionals, and civic leaders from all over the world develop their **powerful social sixth sense**. Patricia breaks down the barriers to **true social connection while debunking the stuffy rules of decorum**.



From the boardroom to the backyard BBQ, her clients learn the tools they need to feel more comfortable, confident, and anxiety-free. They can finally ditch the social awkwardness and focus on building quality connections. Despite her Southern drawl and expertise in social protocol, Patricia is the furthest thing from stuffy. She is a frequent speaker for top-tier sports organizations like the NFL, MLB, PGA, and the Pittsburgh Pirates. She has been a television host of NBC Daytime's weekly Manners Minute for over 12 years, airing in 165 syndicated markets.

No stranger to the camera, Patricia has been an on-camera talent for the Home Shopping Network (HSN) for over 1000 hours. Her depth of expertise has made her the featured business etiquette expert for Bloomberg, BusinessWeek, The Wall Street Journal, The New York Times, USA Today, Real Simple, HGTV and others. Patricia's bestselling book is Everyday Etiquette: How to Navigate 101 Common and Uncommon Social Situations, St. Martin's Press.

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