MAKING YOUR MARK
101 Image Essentials for Professionals

Index

Appearances Count in Cold Hard Cash.....1
The Most Important Factor in Dressing Professionally.....2
People You Meet 3
Dressing to Win.....4
The Impression You Make on Other People.....5
You Never Get a Second Chance.....6
Choose Your Stereotype.....7
Selective Perceptions.....8
Last Impressions.....9
Good Impressions.....10
Subliminal Impression Components.....11
You as Seen Through the Eyes of Others.....12
Impression Management (No.1).....13
Evict Your Personal Critic.....14
Change Negatives First.....15
The Just-Like-Me-Factor.....16
Impression Management (No.2).....17
Best Dressed.....18
Colour Makes a Difference.....19
Easy As You Go.....20
Eye, Eye.....21
Fashionable Fran (Secret Womens Business No. 1).....22
Insync Clothes.....23.
Hairy Issues.....24.
Colour Impact.....25
Real Men Cleanse (Secret Men's Business No.1).....26
In the Eye.....27.
The Devil's in the Details.....28
Creepy Parts and Comb-overs (Secret Men's Business No.2)29
Professional Grooming Secret No.1.....30
Hair Flair.....31
Impact Killers.....32
Savvy Introductions.....33
Body Language.....34
Professional Grooming Secret No.2.....35
Assertiveness.....36
Your e-mail Voice.....37
Excuse me!.....38
Facial Hair (Secret Men's Business No.3).....40
Male Reaction/Manager Reaction (Secret Women's Business No.1).....41
The Attitude Difference.....42
Stand and Sit Up Straight.....43
Busty Issues (Secret Women's Business No.2).....44
My Space.....45
Hairy, Scary Issues (Secret Men's Business No.4).....46
Lessons of Life.....47
Visual Integrity.....48
Well Grounded.....49
Professionally Speaking.....50
Moving with a Mission.....51
Clothes Care.....52
I See and I Believe.....53
Engaged and in the Moment.....54
The Call Back.....55
Engage.....56
Don't Lean on Things.....57
Become an Ace Conversationalist.....58
Relationships.....59
The State of Your Place.....60
Keep Quiet.....61
Your Image.....62
Not Just Dress.....63
Umm.....64

© Copyright 2007, TAIC

Index:

Study Your Clothes....65
Make-up Well Grounded (Secret Women's Business No.3)...66
Be 'Open'....67
The State of Your Face....68
Tricks of the Trade....69
Just Wrap It Please....70
Smoking....71
Rapport....72
Making Your Point....73
Oh Dear....74
Take it Up....75
Content and Ego....76
Taking a Check-up from the Neck-up....77
Vocal Impact....78
Yes, I Can....79
Clothing Co-ordination....80
You are What You Wear....81
Reputation....82
Make a Statement....83
Bouncing Back....84
Beliefs....85
Paranoia....86
Smoking No.2....87
Colour Impact....88
This Too Shall Pass....89
Global Etiquette....90
E-mail Sarcasm and Humour....91
Dealing with Problems....92
You are The Product....93
Impression Management No.3....94
Hair Length....95
Business Casual....96
Getting Noticed....97
Rising to the Occasion....98
Meetings....99
Mobile Phones....100
Colour and Authority....101

Author
Ann Reinten AICI CIP
Director: The Australian Image Company

Copyright © 2007,
The Australian Image Company Pty Ltd. (TAIC)
A.B.N 62 068 978 558
P.O Box 3075
The Pines
Doncaster East 3109
Ph; 61 3 9841-7197
Fx: 61 3 9841-7297
Em: ann@taic.com.au
Websites: www.TAIC.com.au

All rights reserved. No part of this manual may be reproduced or utilised in any form or by any means, electronic or mechanical, including photocopying, recording, or by any other form of storage or retrieval system, without permission in writing from the publisher.

1. Appearances Count In Cold Hard Cash

Recent studies have shown that appearance certainly does count when it comes to getting higher salaries. Identical resumes were sent to recruiters accompanied by different photographs of the supposed interviewee. Starting salaries proposed ranged between 8 to 20 percent higher when the image presented by the interviewee was professional and well groomed over the same interviewee that looked mediocre.

2. The Most Important Factor in Dressing Professionally

Appropriateness; it above all things signals that the wearer understands what level of dress is most suited to their industry, position, business occasion, figure type, weight and the message that they wish to transmit.

3. People You Meet

People you meet will automatically accept the role that YOU have packaged yourself for. The first step in gaining a credible and professional image is realising that you can control the opinions of others, especially concerning what they think you are capable of. Everyday dress and act in a way that gives others a great experience of you.

4. Dressing To Win...

Is not shallow, vain or phony. You are not coning people, simply setting an emotional and physical climate for success. People will see your presentation long before they get to know the wonderful person inside. Dressing well makes people stop and take notice thus affording you the added advantage of time to prove your worth.

5. The Initial Impression You Make On Other People Comes From:

55 % Visual (how you look and act)

38% Vocal (the tone of your voice)

7% Verbal (what you say)

ALL three areas are controlled by your **ATTITUDE**

6. You Never Get a Second Chance

The evaluative judgments we make about someone on our first encounter are very powerful and extremely difficult to change. At any initial meeting we tend to treat others like objects, placing emphasis on how they look and sound.

7. Choose Your Stereotype

From the moment the first photographic image was placed in a newspaper and the first silent movie began stereotypes have been a major influence to the masses. Mention politician, used car salesman, homeless person, junkie or old woman and you'll instantly get a picture in your mind. In a nutshell, if you look like you belong to a certain group you will be perceived as having the same attitudes and characteristics associated with that group's public image. So choose your stereotype carefully. Ask yourself what are the characteristics associated with the image you want to project?

8. Selective Perceptions

Individuals frequently see and hear only what they have conditioned themselves to, according to their own set of beliefs and values. Psychologists call it the LOLO effect. We lock on to what we believe to be true and lock out anything to the contrary. For example, if the person you are meeting instantly likes you they are less likely to notice any small single act that may result in a negative impression e.g. poor posture. However, when instant rapport is not achieved the negative impression created is quickly associated with other negative characteristics which are unconsciously searched for.

© Copyright 2007, TAIC

9. Last Impressions

In the entertainment industry it is said that you are only as good as your last movie or song, and so it is with impression management. While good impressions can be achieved in less than 90 seconds, the same can be just as quickly destroyed by a poor last impression. Even when rapport has been established with a client or customer never leave them feeling unappreciated, or brushed off as they are likely to dwell on the experience and associate it with other previous minor misdemeanours (now blown out of proportion) and may decide to check out your competition.

10. Good Impressions

In order to make a good impression carefully consider which 'impression clues' will be consistent with your desired impression, position/status as well as the expectations of your clients.

11. Subliminal Impression Components

The impression you make on others can be broken down into 4 basic components. Each is judged subliminally and by degrees e.g. Not only will you be judged as trustworthy or not but ***how*** trustworthy you appear to be will also be determined.

The four basic components are:

- Your Credibility: Your level of believability, apparent qualifications, level of intelligence, competence, trustworthiness, honesty and sincerity.
- Your Likeability**:** How likeable: endearing, affable, emotionally expressive and sociable you appear to be ***and*** how much you are like them as portrayed through your dress, behaviour, voice, seniority, experience, nationality, age, sex etc.
- Your Personal Attractiveness: Not how slim, young or fashionable you are, but how well you manage and present yourself as you are. Great grooming and dress sense says much about your level of self-esteem, self-respect and confidence.
- Your Confidence: Your apparent level of power, ability, personal assuredness and authority, etc.

12. You as Seen Through the Eyes of Others

The first step in building a successful image is to determine what your current image really is. We all have an image and the challenge is to develop an accurate picture of yourself as perceived by others.

13. Impression Management NO.1

Image is all about establishing a deliberate and favourable impression to assist others to believe the evidence of what they see. If you present yourself visually and behaviourally as a successful person, others will respond to you accordingly.

14. Evict your Personal Critic

Self-talk is the most powerful, confidence boosting or soul destroying force we own. If we continually barrage our thoughts with negative comments about ourselves, our abilities or probable outcomes we are destroying all possible hope of success. *Take charge*, recognise when your critic emerges and replace the negative talk with confident and uplifting words.

15. Change Negatives First

Initially it is more important to eliminate undesirable aspects of your image than to incorporate new behaviours. Negative image traits have more power to destroy your image than incorporating new positive traits do of improving it.

16. The Just-Like-Me Factor

Strive to meet the dress expectations and sophistication level of the best dressed person within the group with whom you are going to interact with. This rapport building exercise will pay great dividends.

© Copyright 2007, TAIC

17. Impression Management No.2

Consider the way you have prioritised the image dimensions of credibility, likeability, personal attractiveness and confidence. If the credibility dimensions of competence or authority is of a major concern to you, you would be wise to consider wearing medium-dark to dark coloured conservative clothing. If likeability is the more important, you may wish to wear lighter coloured clothing, textured fabrics and mix of unmatched suits which are all perceived as more friendly.

18. Best Dressed

Your body type should play an important part when selecting suitable clothing items and colour. Not all clothing styles suit all body types and no one is a standard size. Seek out an image adviser and find out what works best for your body type and colouring.

19. Colour Makes a Difference

Your choice of colour will strongly affect the overall impression you make on others. More specifically, colour has been shown to affect how professional people are judged to be. The colours you wear should be indicative of your level of professionalism, sophistication and be appropriate for the occasion.

20. Easy As You Go

For all first time business meetings be sure that your clothing and other appearance items are sufficiently formal and conservative. First time meetings call for maximum credibility. First impressions, are vitally important to get right and while you can always 'dress-down' a little, it is more difficult to 'dress up' to gain back lost ground.

21. Eye, Eye

Avoid eye wear with photosensitive lenses or those that are heavily tinted. Your perceived level of trustworthiness will drop considerably if your eyes are hidden or difficult to see. Good eye contact allows people to more readily identify with you and gauge your emotions.

22. Fashionable Fran (Secret Women's Business No.1)

Being seen as current is important regardless of age. However, avoid clothes that are high fashion or fashion forward unless you are in the fashion industry as this will lead people to assume your head is somewhere else.

23. Insync Clothes

Avoid clothes that send inconsistent messages e.g., a high quality suit worn with tatty shoes or great clothes and poor grooming.

24. Hairy Issues

You risk losing authority in the eyes of many professional groups if the length of your hair exceeds the norms for that particular industry. Facial can trigger undesirable reactions as these may be seen as an expression of an unwillingness to conform to conventional professional standards.

© Copyright 2007, TAIC

25. Colour Impact

Personal colour profiling is a valuable tool in ascertaining which colours most enhance your natural colouring. By wearing colours that enhance your skin, hair and eyes, you will be seen as more youthful, competent, vibrant and healthy looking.

Contrast is a vital factor in impression management. When the onlooker's brain picks up contrast (colour difference) it literally wakes up, and results in the person being remembered, listened to and taken notice of. When low contrast is worn, it often results in the wearer becoming almost invisible.

— **High Contrast** (bright, dark combinations). Power dressing, often results in others feeling inferior.

— **Medium Contrast** (light, dark combinations). This is the most people friendly and professional.

— **Low Contrast** (little or no colour difference between garments). This combination is seen as elegant and even at times fashionable, but in business or whenever 'presence' is required it creates a forgettable, boring and ineffectual appearance.

26. Real Men Cleanse (Secret Men's Business No.1)

Well cared for skin is just as important for men as it is for women. By taking the time to cleanse and moisturise your face twice a day you will look healthier and maintain a younger look for longer. Men who moisturise also experience less skin problems associated with shaving.

27. In the Eye

Your eyes are your most important facial communicators. Looking a person straight in the eye communicates confidence, honesty and interest. Eye contact should be engaged as you would hold a conversation with brief breaks to gauge reaction and allow the other person to respond.

28. The Devil's in the Details

It's the small details that most often let people down; dandruff, laddered hosiery, food caught between the teeth, bleeding lipstick, oily hair, chipped nail polish, missing or straining buttons. Pay attention and maintain the most polished appearance you can at all times. Little things say a lot.

29. Creepy Parts and Combovers (Secret Men's Business No.2)

Want to look old and incompetent? *It's easy here's how.....*Allow your side part to slide down toward your ear, then allow what hair is left to grow *really* long and comb it over the top of your head.

30. Professional Grooming Secret No.1

Use deodorant everyday.

31. Hair Flair

Find a good hair stylist. A current style and great cut can make the world of difference. And guys, if you are thin on top, to make it look less thin, keep it short - better bald than pathetic.

32. Impact Killers

- ☒ Commencing anything with an apology
- ☒ A weak handshake
- ☒ Being late
- ☒ Turning up unprepared
- ☒ Closed body language
- ☒ Ignoring mistakes
- ☒ Forgetting names
- ☒ Presenting out-of-date information
- ☒ Sitting as far as possible from the leader

© Copyright 2007, TAIC

33. Savvy Introductions

A proper introduction is a vital part of good conversation. The etiquette of introductions is easy if you remember that you introduce (say the name of) the person with the greatest seniority or power first. For example, to introduce your boss to a new (lower ranked) employee - say, 'Mr Peters (boss) I'd like to introduce Catherine Sims who is our new receptionist.' Followed by 'Catherine, this is Simon Peters the head of our agency.' In the case of power it may be that you are wishing to close a big sale of computers for your company and you have taken your boss out to the company to close the deal. In this case you would introduce the customer to your boss - "Mr Flynn (customer), I'd like to introduce you to Mr Simon Peters, who is the head of Synergy Computers." Followed by "Simon, this is Derrick Flynn, who heads Ace Corporations purchasing department and is in charge of deciding which computers will best fill Ace's requirements."

34. Body Language

Be aware of the messages that your body conveys. Rely on vocal variety, posture and facial expression rather than your gestures to portray confidence. Gestures can be distracting. Avoid nervous habits, such as clearing your throat, sniffing your nose, holding your hand in front of your face while talking or touching your hair constantly.

35. Professional Grooming Secret No. 2

Use colognes and fragrances sparingly. At best they are a distraction, at worst some are known to cause migraines.

36. Assertiveness

Assertiveness is based, like so many fine qualities, on confidence. It's not the conviction of always having to be right but a confidence based on feelings of self-worth. It tells you that your needs and opinions are valid, and as important as anyone else's; that you too have a voice and a right to be heard. It is being willing to speak up but not shout, more interested in finding solutions than aggravating problems, or ignoring them and hoping they'll melt away. Aim to always be constructive not destructive.

37. Your e-mail Voice

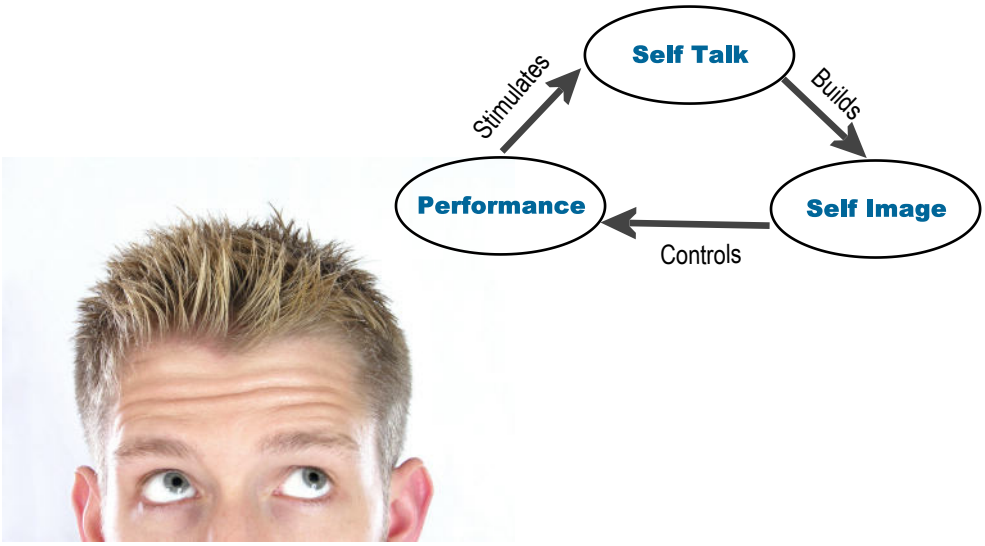
When it comes to e-mail, write in the same tone and manner as a formal letter. The tone of your e-mail may be difficult to judge. Humour and sarcasms can be misinterpreted.

38. *Excuse me!*

Do not interrupt others or finish their sentences for them. This habit has the potential to make you appear socially insensitive and overtly dominant.

39. Self Talk

Stop telling yourself you'll fail. Nobody goes through life without making mistakes and experiencing failure. However, some invite failure by brainwashing themselves with negative self-talk and expecting failure. We are often our own worst enemy and our self-talk becomes self fulfilling prophecies. Negative beliefs often become distorted and you'll end up blowing everything out of proportion. Commit from this minute to only positive input. Tell yourself you can do things well and be satisfied with the knowledge that mistakes are natural and failures are inevitable.



© Copyright 2007, TAIC

40. Facial Hair (Secret Men's Business No. 2)

Avoid beards and facial hair whenever possible in professional environments as they act as barriers between you and other people and are often subliminally associated with old men and old ideas.

41. Male Reaction/Manager Reaction (Secret Women's Business No.1)

Young women have often complained to me of begin totally confused about what is expected of them in terms of professional dress. One moment they enter the office in a fashionably short skirt or slightly see-through blouse and receive (what seems to be) appreciative remarks from the males, yet the next minute they are being told that an image consultant is coming in to talk to everyone about professional dress. This phenomena can be easily explained by way of the Man reaction verses the Manager reaction. When a male sees a woman in an alluring garment his first reaction is to compliment her. His second reaction (if he is a manager) is to realise that the look is not appropriate and may lead to the wrong impression being given to his clients or that her appearance may be a distraction to others. Either way it's better to be known for the quality of your work than the length of your legs; at least while you are at work.

42. The Attitude Difference

Pay attention to others and become an excellent listener. Keep an open mind and listen to both sides of an argument: most people talk too much and listen too little.

43. Stand and Sit Up Straight

Poor posture reflects poor self-esteem.

44. Busty Issues (Secret Women's Business No. 2)

To minimise the apparent size of your bust:

- ☑ Ensure that the hem of your sleeve is above or below the fullest part of your bust line
- ☑ Buy only blouses that have a bust dart
- ☑ Seek out blouses with horizontal buttonholes as they offer the most movement and the least chance of gaping
- ☑ Wear a good quality and well fitted bra
- ☑ Wear a small to medium shoulder pad
- ☑ Refrain from wearing clingy tops
- ☑ Blouses with a bust dart accommodate a large bustline without being bulky abound the torso.

45. My Space

Do not invade someone's personal space without an explicit invitation, generally stay at one arms distance.

46. Hairy, Scary Issues (Secret Men's Business No.3)

Cull all excess hair from nostrils, ears, emerging from the back or front of shirt collars and between the eyebrows.

In short, if you can *twill it, trim it!*

© Copyright 2007, TAIC

47. Lessons of Life

© Copyright 2007, TAIC

73. Making Your Point

Emphasise the most important points you are making with appropriate changes in volume and pitch; a monotone voice has been found to be very damaging to credibility.

74. Oh Dear

Do not broadcast problems. It probably will not help you, and it can not help others.

75. Take it Up

Have a problem? Take it 'up' the line of command, never down. Discussing your personal or professional problems with peers will only bring them down and cannot help your position.

76. Content and Ego

While we can all talk, there are many times when we are not 'communicating'. Too often the words we use get misinterpreted, and when this happens barriers are set up and relationships change.

When we communicate with each other we do so on 2 levels:

i **Content** (facts information)

ii **Ego** (feelings judgments)

Think about the way you talk to others (both at home and at work) and try to ascertain how many of your comments have a positive or negative message attached to them. Take a moment to think before you speak, rehearse upcoming difficult conversations and listen for the messages within other's comments.

77. Take a Check-up From the Neck-up

Don't add insult to injury. If things haven't gone as planned, don't immediately start to call yourself names. You wouldn't put up with someone else calling you a loser or an idiot, so don't put up with the same behaviour from yourself. At these times, I remember one or two of my favourite sayings -- *'It's not what happens to you that matters, but how you react to it'* and *'That which does not kill me will only make me stronger'.*

78. Vocal Impact

To appear assertive, interesting, dynamic and confident:

- ☑ Speak clearly
- ☑ Articulate and pronounce your words well
- ☑ Speak using a wide pitch range and varying your rate
- ☑ Articulate your ideas clearly
- ☑ Pronounce your words well
- ☑ Portray confidence by using a lower tone and slowing down your rate of speech.
- ☑ Pause a moment before and after important points and ideas to give them more impact and weight and to increase the likelihood that it will be remembered.
- ☑ If you like an idea let your voice also portray that fact.
- ☑ Do not use fillers such as "ah, you know, um, etc." and incomplete words or sentences.

79. Yes, I Can

Have a 'can do' attitude. It's ultimately the attitude that will have the greatest impact on your life. A 'can do' attitude will lead you to believe in yourself, your abilities and the fact that one person can make a difference. Not only will they see you as a positive, cheerful person, your attitude will become contagious and will in turn affect those who you come in contact with.

© Copyright 2007, TAIC

80. Clothing Co-ordination

Uncoordinated outfits or clashing colours will make you appear disorganised and unprofessional. Never combine three patterns in one outfit for business. Consider the psychological message being the colour(s) you are about to wear.

81. You Are What You Wear

If you wear provocative clothing you will display a serious lack of self-control and judgment and you may open yourself to being accused of using sexual dress to get ahead. If you wear clothing completely out of sync with the industry dress codes and protocols, you will be assessed as someone who will never be trusted to play by the rules.

82. Reputation

This is your most valuable asset in business. You must know what others are saying about you. The fastest way to destroy a good reputation is to be known as someone who does not follow their words with actions.

83. Make a Statement

But watch out - the statement you make on June 2, 2007 may not be the same statement you will want to make on November 30, 2007. Life is fluid, evolving, changing and dynamic. With a good eye, you will learn to recognise what is outdated. Last season's accessories, styles and ideas may not work this season. Tune into what's happening around you.

84. Bouncing Back

The way a message is delivered always affects the way it is received.

85. Beliefs

The most important beliefs are the ones we hold about ourselves.

"Every man stamps his value on himself.
Man is made great or small by his own will"

Fredrich von Schiller 1759-1805

86. Paranoia

Do not take everything personally. Although it's important to be self aware, you do need to realise that many things that happen have to do with other people. Paranoia feeds on itself. If you catch people you know talking together without you, do not immediately assume they are talking about you - its better to mind your own business and get on with your day.

87. Smoking No.2

- ☒ Don't smoke in a conference room even if others are.
- ☒ Don't smoke in a client's office, even if invited to do so.
- ☒ Never smoke in another person's car.
- ☒ Don't smoke just outside the office door and then leave a sea of butts on the sidewalk.

88. Colour Impact

Knowing what range of colours suit you best and how to skillfully co-ordinate them will make you appear healthier, younger, more professional, people friendly and energised.

© Copyright 2007, TAIC

89. This Too Shall Pass

Become resilient. Learn to bounce back quickly after rejection or disappointment. Know that your feelings always show through your behaviour and tone of voice. Never allow yourself time for a 'pity party'.

90. Global Etiquette

Etiquette is the ability to get along with others, demonstrate good manners, perform acts of consideration and put others at ease. True acts of courtesy are performed, not out of a sense of obligation or in a patronising way, but out of genuine respect, care and thoughtfulness for the person/ people in question. Regardless of cultural, political or religious differences. In today's global economy what makes you feel comfortable may not be the same thing that will make someone from another culture feel comfortable. In all foreign exchanges follow the Global rule of Etiquette which says *" Do unto others as they would have you do unto them".* Exchanging handshakes and eye contact with people from Asian and Middle Eastern cultures are just 2 areas where adjustments need to be considered. Make it your responsibility to find out what you could do to make your guests as comfortable as possible.

91. E-mail Sarcasm and Humour

Be careful when using sarcasm and humour. Without face to face communications the other person may take your words as criticism. When being humorous, use emotions to express humour, (tilt your head to the left to see the emotion smile) :-) which indicates a happy face.

92. Dealing with Problems

Successful people have learned how to become skilled at developing and nurturing relationships. When problems occur, they take immediate steps to investigate the problem and where possible strive for reconciliation.

- ☑ Never ignore a problem: It is far better to face a problem than to take a risk and let it fester. Almost no problem is insurmountable.
- ☑ Resist the urge to defend your position: This serves no useful purpose, as there are always two sides to a problem.
- ☑ Control your temper: This also includes crying. Crying and angry outbursts will only make the problem worse.
- ☑ Look for areas of agreement not disagreement: This is the number one rule in negotiation.
- ☑ Say sorry, if you need to; Be big enough to admit and apologise when you are/have been in the wrong
- ☑ Reconcile, where at all possible.
- ☑ Agree to disagree: If no agreement can be reached agree to disagree.

93. You Are The Product

Ask yourself— If the products or services of your company/business/organisation were packaged the way you package yourself, would they sell?

94. Impression Management No.3

Impression management refers to all the strategies and techniques used by individuals to control the images and impressions that others form of them during social interactions. In order to successfully manage impression management, you need to know how different behaviours will be accepted by the person/ people in question, and what expectations they have of you. You need to become skilled at naturally and precisely performing the verbal and non verbal acts that will create your desired image.

© Copyright 2007, TAIC

95. Hair length

The length of your hair, its state of cleanliness, its colour and style all say things about you. When it comes to length, long hair is seen as artistic, romantic and casual (discipline, seriousness and professionalism are not suggested by long hair). Medium length hair is seen as pragmatic, professional, businesslike and serious and is therefore acceptable to everyone. Very short hair is seen as energetic, precise, youthful, and athletic.

96. Business Casual

When performed with skill, business casual dress is friendly and effective. However, most places of business that have adopted this code of dress permanently have found it to be not worth the effort it takes to constantly reinforce the code to maintain an acceptable level of dress. When individuals are given freedom of dress it usually does not take more than a few months for most casually dressed workplaces to have dropped to the lowest common denominator of dress. Psychologists have long determined that the way we dress affects the way we feel and act, and the way others feel and act towards us. Sloppy casual has done more to ruin businesses in the United States than any other en masse program ever devised. This phenomena of dress is now reverting back to traditional business wear.

97. Getting Noticed

There are two main rules to follow when building your professional wardrobe. First, your appearance must project that you are confident, reliable, and competent in your present position. Second, your dress should emulate those who hold the position one or two places above you so that you may be promoted within their circle without embarrassing them by your appearance. You're only promoted to a job you look like you belong in.

98. Rising to the Occasion

When being introduced, rise to the occasion, look the other person in the eye, smile in a friendly way and offer your hand.

99. Meetings

Be on time for all meetings. Know where you are going, how long it will take to get there, what the parking situation is like and if you will need change for parking meters.

100. Mobile Phones

Turn your mobile phone off before all meetings, conferences and occasions of entertainment. If you forget and it goes off, turn it off immediately - do not answer it.

101. Colour and Authority

The darker the colour you wear the more serious and professional you will be viewed. Image a colour chart of 1 to 10. Make Black 10, Medium Grey 5 and White 1. Using this imagery consider anything above a 5 suitable for business and the darker the colour the more impact it will have. Likewise the more contrast of colour between the pieces the more impact it has.

© Copyright 2007, TAIC

A PROFESSIONAL IMAGE isn't about having suits from top designers, a monogrammed briefcase or the sleekest, newest cellular phone. Those things are great, but they won't earn you respect from co-workers or a promotion.

A professional image is also not about being a "perfect" person; you don't have to buy a Mont Blanc pen, bake cookies for your colleagues, or offer to work every weekend. It's about being aware of your appearance, attitude and actions and how they affect your career.. Your professional image is a combination of your overall appearance, attitude and actions. In a nutshell, it's how you do what you do everyday.

If things are not working out for you as you would hope then now maybe the time to take a personal image inventory and learn what you can do to strengthen your professional image.

For this and other image assistance contact:

Tanya Suskind

Professional Image Consultant

Cell: 082 672 5656

Fax: 0865130601

The Whole Story | presenting you

Tanya@thewholestory.co.za

www.thewholestory.co.za

© Copyright 2009, TAIC