

Dress for Success



Presented by Sarah Setterfield



Most observable



LOOK



TALK



THINK



ACT

→ Most important

What can YOU do?

1. Place value on first impressions
2. Be visible
3. Dress for decisions
4. The devil is in the detail
5. Get in the habit



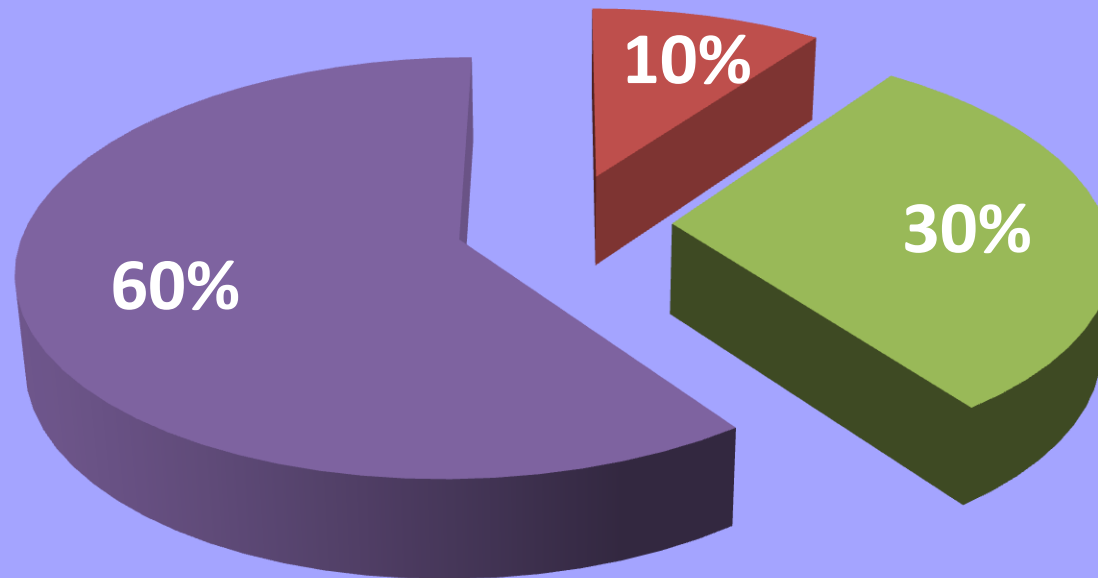
1. Place value on first impressions

Eleven judgements in **seven seconds!**

1. Economic level
2. Education level
3. Honesty
4. Trustworthiness
5. Level of sophistication
6. Gender, sexual orientation, desirability & availability
7. Level of success
8. Political background
9. Principles
10. Ethnic origin
11. Social desirability



Factors Affecting Career Progression




■ Doing the job ■ Attitude & Behaviour ■ Visibility & Exposure

Success...



90%
Visibility

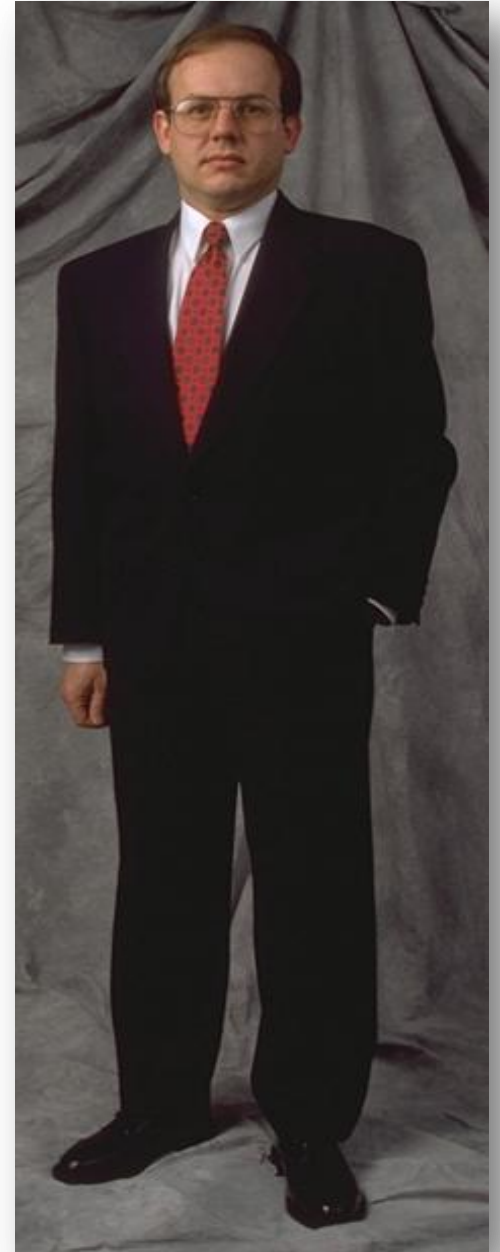


10%
Ability

What goes through
your head?



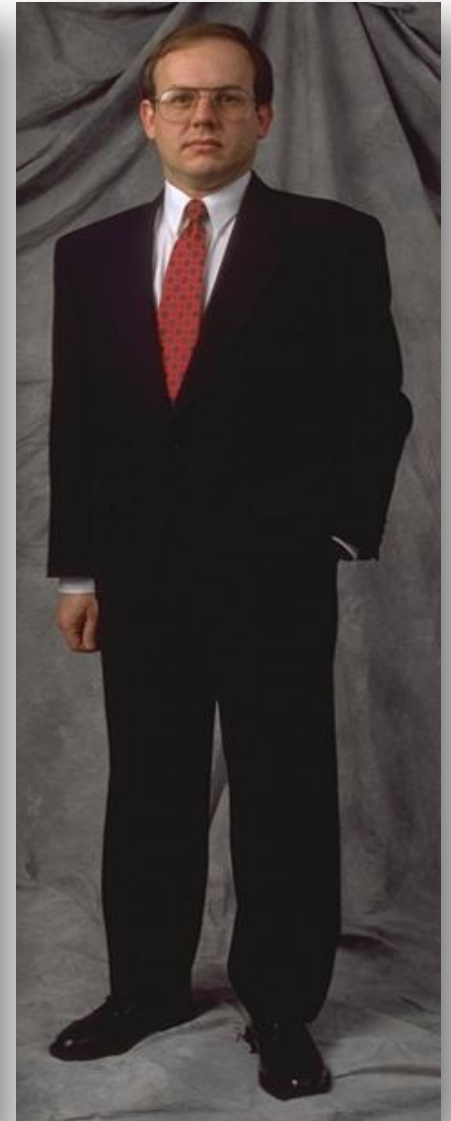
...and now?



...same person, different clothes

completely
different
judgements

**Others do this
to us!**



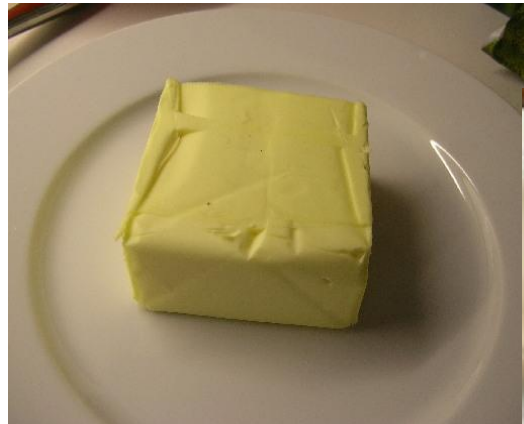


2. Be Visible



Don't become one of them...

Colour and its impact

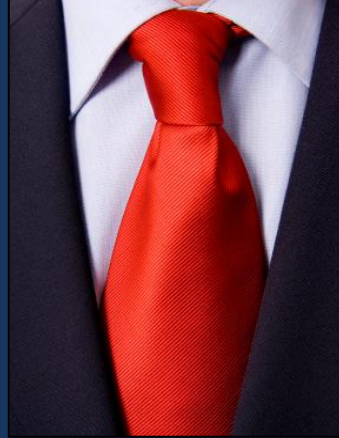


Key messages of colour...

Authority



Impact



Approachable



Invisible



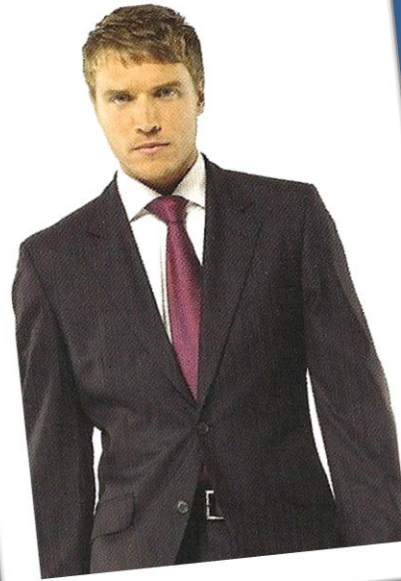
**High Contrast
Dark & Light**

**High Contrast
Bright colours**

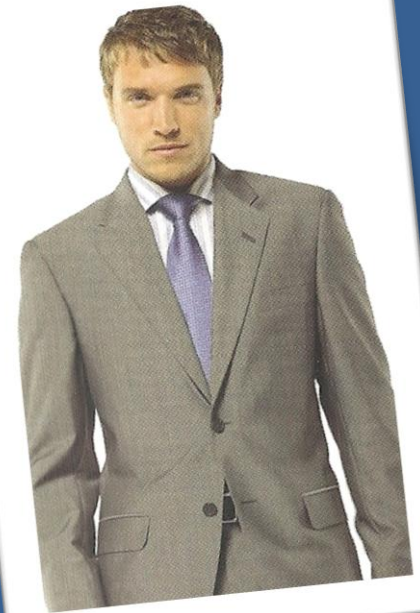
**Medium Contrast
Tonal Blends**

**Low Contrast
Neutral Colours**

**The more
influence
you
want, the
more
contrast
you
need**



Influential



Forgettable



3. Dress for decisions



The Influence Scale (it's all about structure)

Business



Suit

official, credible, persuasive,
authoritative, most formal



Jacket

influential, consistent,
accessible, dependable, formal

Social



Collar

Flexible, approachable,
relaxed, informal, cooperative



No collar

Unofficial, agreeable, easy-
going, casual, temporary

High to Low Business Influence

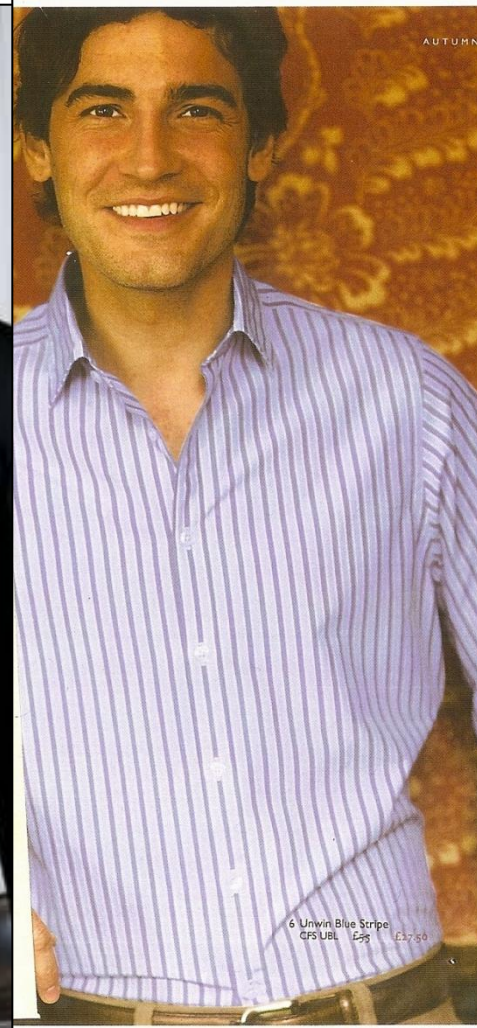
Suit



Jacket



Collar



No Collar



High to Low Business Influence

Suit



Jacket



Collar



No Collar



What is Smart Casual?

Business



Social



←
S
M
A
R
T

C
A
S
U
A
L
←

Formal

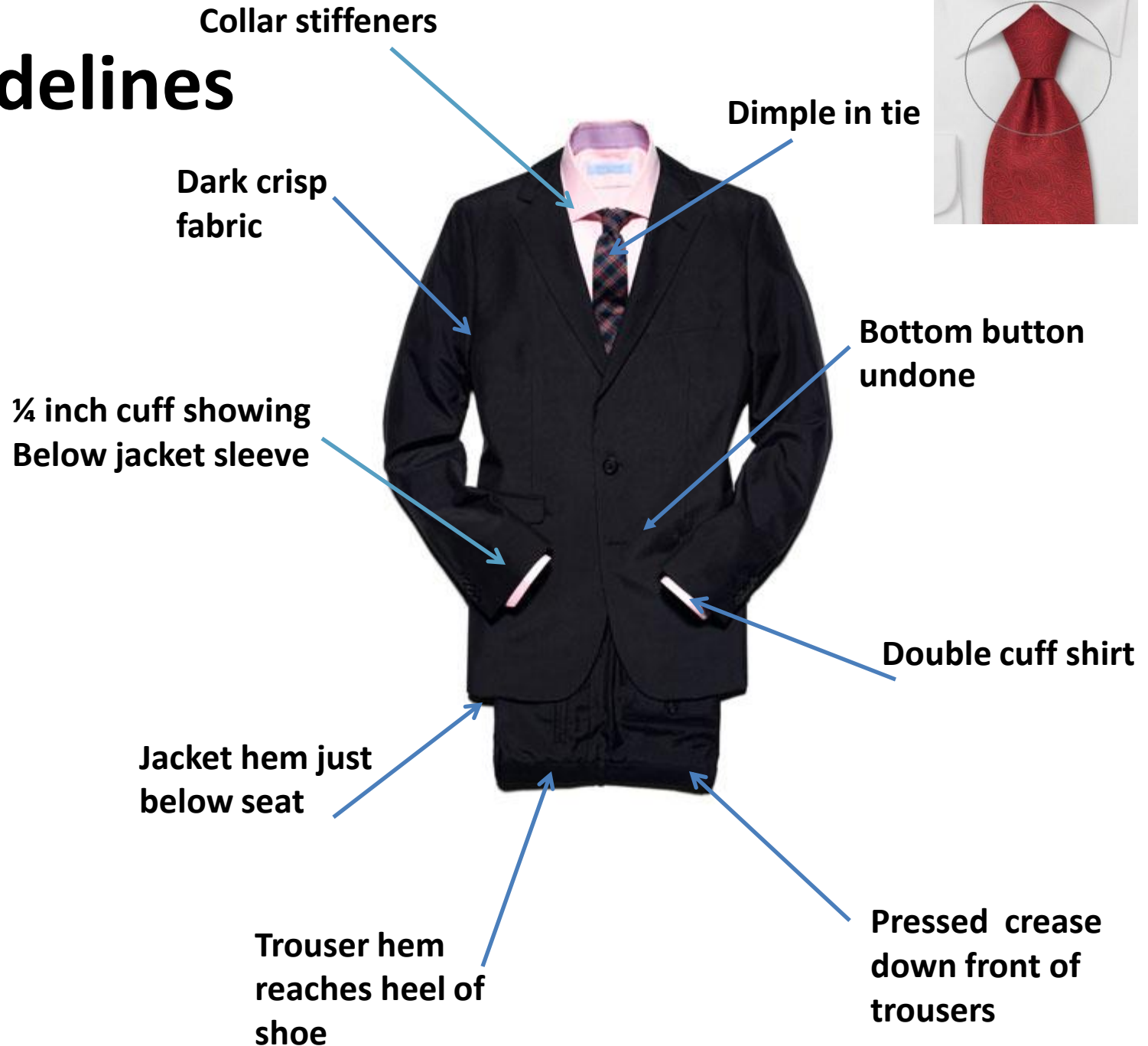
Informal

**What is the
relationship
you
have/want?**

4. The devil is in the detail

Suit Guidelines

for men



Suit Guidelines

for women

Simple jewellery
is more
businesslike

Tidy hair, long
styles worn off
the face

Natural
make-up

Shirt for formal
situations and
collarless tops
for informal

Dark crisp
fabric for more
formal settings

Buy styles
to flatter
your shape

Trouser and skirts
suits are
acceptable. If
skirt - no shorter
than just above
the knee

Nails should be
manicured and
not too long

Plain hosiery





Image Breakers

MEN

- Poor attempt to hide baldness
- Tinted glasses indoors
- Dirty or scuffed shoes
- Too many patterns in one outfit
- Hair - ears, nose, back or front collar
- Ill fitting clothes
- See through business shirts
- Visible perspiration patches
- Overstuffed pockets
- Ties that are too long or too short
- Dirt or stains anywhere
- Inappropriate ties
- Trousers that are too short
- Belts too high or low
- Cheap looking shoes
- Long sleeves rolled above the elbow
- Straining or missing buttons
- Body odour of any sort
- Socks that are funnier than you are

WOMEN

- Ill fitting clothes
- Dark underwear under light coloured clothes
- Laddered tights
- Ultra revealing or clingy clothes
- Inappropriately short skirts
- Dressing too young or too old
- Stiff shapeless clothes
- Poor fitting or inadequate underwear
- Tired, over worn, loved to death garments
- Visible perspiration patches
- Chipped nail polish
- Lipstick on teeth
- Over-powering perfume
- Dirty or scuffed shoes
- See-through or gaping clothes
- Too much make up
- Bra straps showing
- Dark hair roots showing
- High fashion shoes

5. Get in the habit...

Success lies in Consistency

Make sure you **look**
the business
today, tomorrow and
everyday.

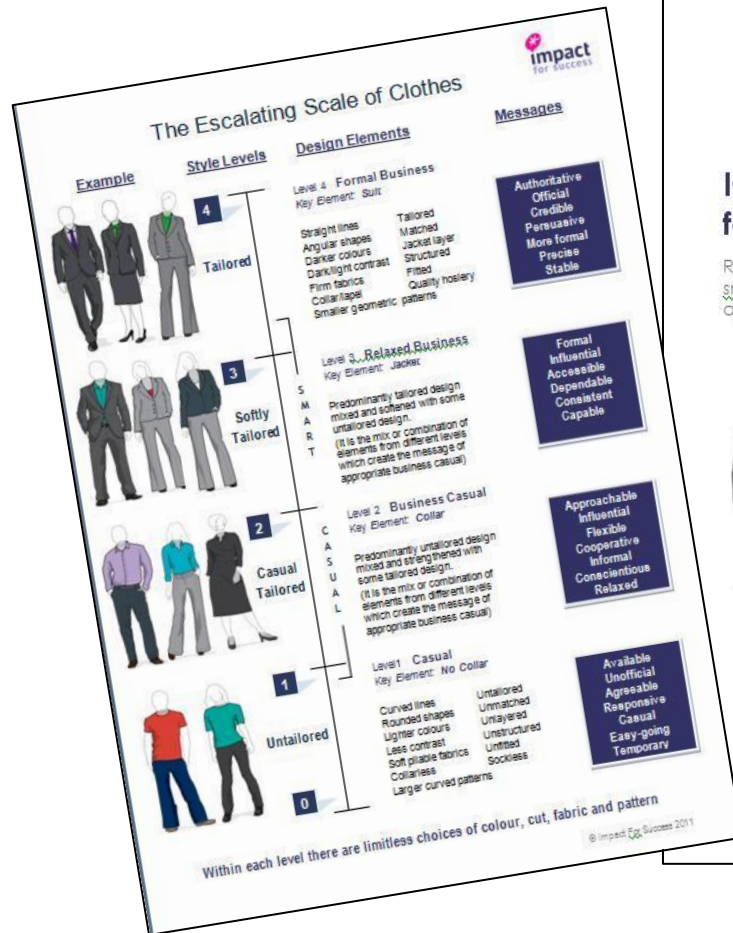


What can YOU do?

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Is your Image Fit for Business?

Recommendations for a current, smart and professional appearance...

Recommendations for developing 'Brand Me'

Impact for success

Using Colour Effectively in Business

Colour	Positive Attributes	Negative Attributes	Illustration: When to wear	Illustration: When NOT to wear
Red	Confident, assertive, Risk-taking, Leadership, Reasonable, Bold, Dramatic	Aggressive, Overbearing, Attention-seeking, Dangerous	Wear when you want to be recognised and stand out in a group. Prepare to back it up with your behaviour!	At an interview: You'll potentially come across as a domineering power-seeker.
Black	Sophisticated, Mysterious, Elegant, Classy, Dramatic	Unoriginal, Uncreative, Depressing, (Mount), Heavy, Indecisive	At a formal dinner party if you do not want to overly stand out.	If you want to appear accessible to people and want them to be open with you. Black is one of the most distance-inducing shades.
White	Orderly, Immaculate, Clean, Peaceful, Clean	Over-lusty, Non-communicating, Sterile, Cold	If you need to project maximum standards of hygiene and care.	If you do not like the time for ruthless grooming, as white shows every mark and stain easily.
Grey	Balanced, Modest, Reliable	Uncreative, Boring, Conservative, Unwilling to commit	At a negotiation meeting, first interview (unless being interviewed for a creative position).	In a creative position or working with children (grey can make children feel anxious).
Blue	Dignified, Versatile, Logical, Organised, Knowledge, Powerful, Trustworthy	Conservative, Dull, Not innovative	When you need to look authoritative and in-charge.	If you want to stand out at a business conference.
Brown	Solid, earthy, Natural, Approachable, Modest, Robust	Unappetising, Common, Safe, Boring	Brown is the least threatening colour to others, so wear it when you want people to open up to you.	On a first-date.
Green	Tranquil, balanced, Fresh, Healthy, Informal, Nurturing	Predictable, Unmotivated, shy, Jealous	Wear green when feeling particularly tired or tense - it induces a sense of calm.	If you're an entrepreneur: Green will not inspire confidence in your drive and motivation.
Yellow	Youthful, happy, Outgoing, Creative, Optimistic, Fun	Impulsive, Disorganised, Juvenile, Loud, Viscous, Frivolous	When working with children - it's the number one colour children respond to the most, and one of the most visible colours to the human eye.	In business situations (a subtle yellow accent is more appropriate).

Impact for success | Business Image Guidelines - Men