

Is Your Image Fit for Business?



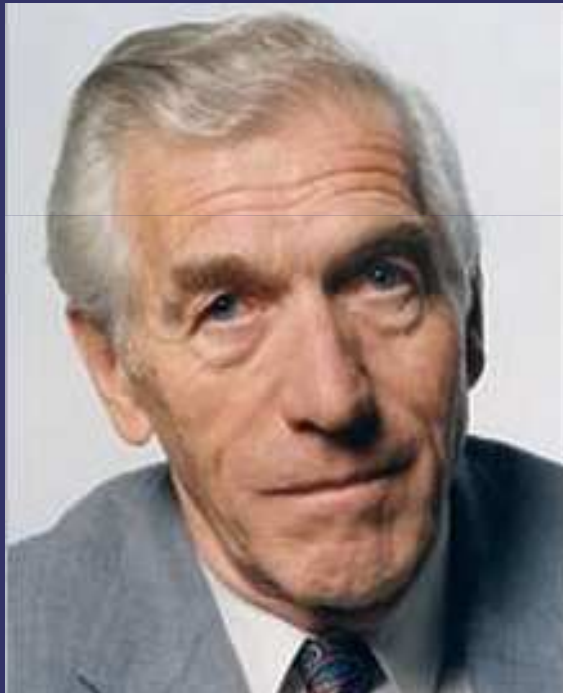
Presented by Sarah Setterfield

Why?

...is **Appearance**
important?

You cannot NOT communicate

Paul Watzlawick - 1974



Because behaviour
does not have a
counterpart , it is not
possible not to
communicate

11 judgements 7 seconds



Trust

Credible

Believable

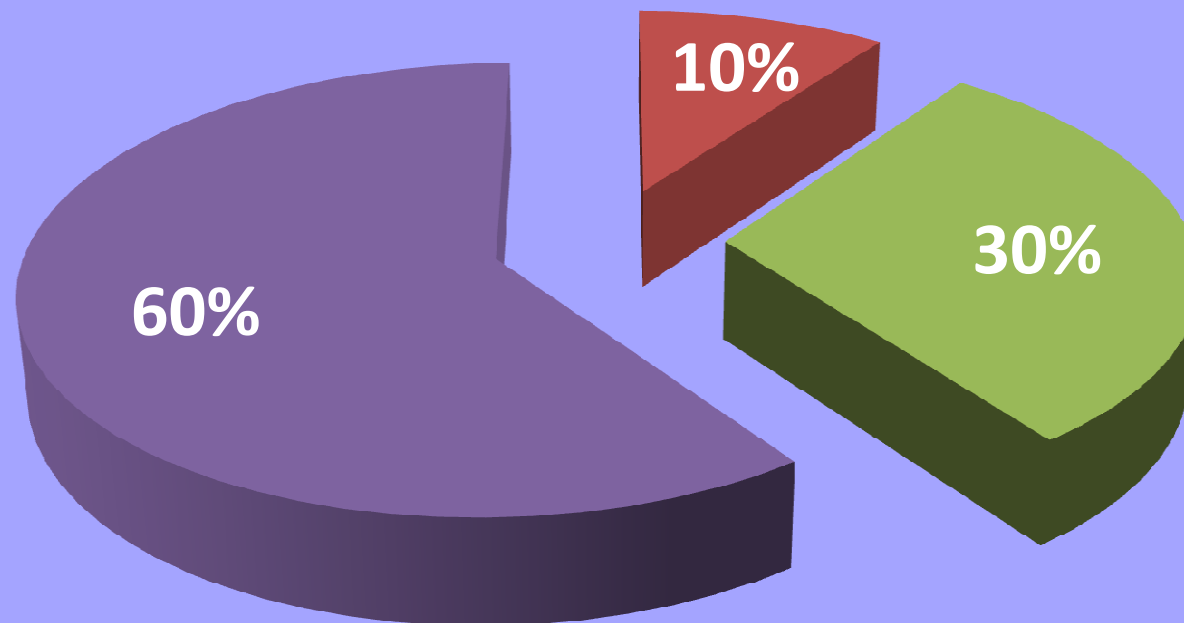
Honest

Competent

plus 6 more ?

A
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Factors Affecting Career Progression



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

Source: Robert Half International

Essentials for a Professional Reputation

9

key points

1. Plan

Plan what you want
people to say about
you. Design your
Personal Brand



3 words

Being clear about your Personal Brand

Who are you personally?

1. ?
2. ?
3. ?
4. ?
5. ?

Who are you professionally?

1. ?
2. ?
3. ?
4. ?
5. ?

What's YOUR Personal Brand?

Professional • Reliable • Effective • Powerful • International
Amusing • Confident • Knowledgeable • Driven • Distinctive • Friendly
Serious • Assertive • Perfectionist • Easy-going • Sophisticated
Disciplined • Understated • Dynamic • Approachable • Dramatic
Global • Innovative • Thoughtful • Open • Reflective • Impressive
Reserved • Natural • Well-mannered • Modern • Leadership • Patient
Creative • Independent • Team player • Integrity • Focused • Deep
Competitive • Generous • Risk-taking • Influential • Individual
Resilient • Decisive • Motivated • Successful • Capable • Kind
Self-aware • Forward thinking • Slick • Factual • Restrained
Trustworthy • Direct • Impatient • Outgoing • Sociable • Diplomatic

Being clear about your **Personal Brand**

Who are you personally?

1. ?
2. ?
3. ?
4. ?
5. ?

Who are you professionally?

1. ?
2. ?
3. ?
4. ?
5. ?

Pick your **Top Three words**

2. Take Stock

Ask people how
they would
describe you



Ask **3** people near you for

1 word each on...

how they would describe **you**?

***IMPORTANT!** first word that springs to mind 😊*

3. Be Clear

Be clear to show people your **Personal Brand** through the way you **look**, **sound** and **behave**



I want to make partner in
the law firm I work for

I am professional

The quality of my work is
one of my greatest assets

I'm a team player

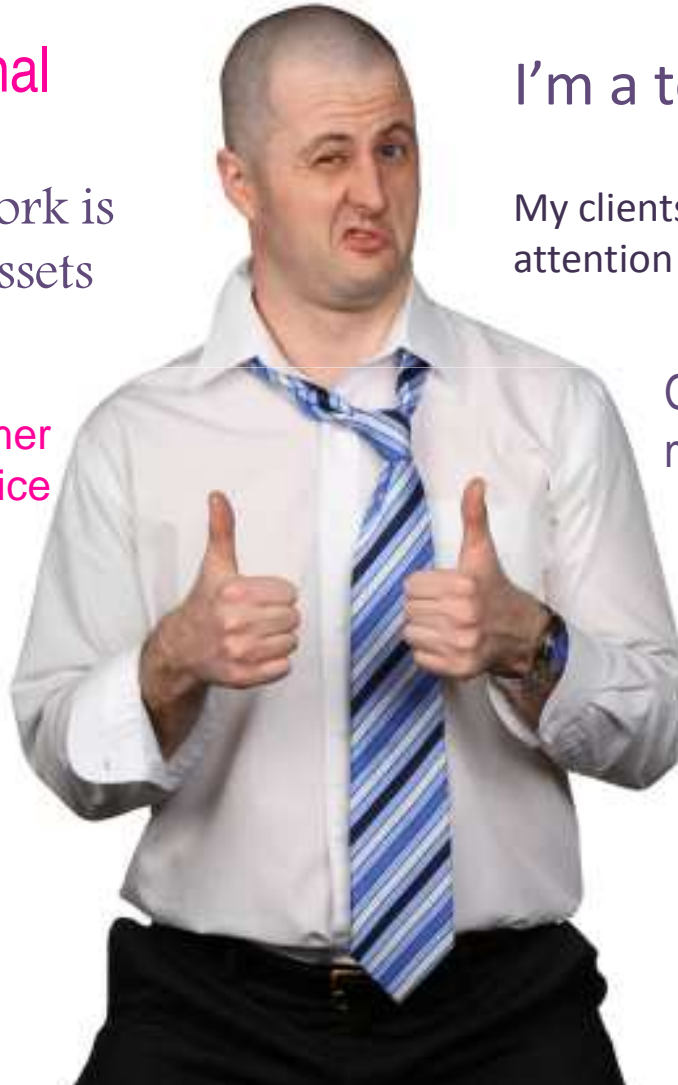
My clients like my
attention to detail

I take pride in customer
service

Outside work I like nothing
more than a round of golf

I'm a very approachable
person

I believe that trust is the cornerstone
to building successful relationships



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4. Human Compass Points

Echo what people
judge us by





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Echo what people
judge us by

2mm



5. Dress for Success

...not mediocrity.
Be appropriate not
apologetic

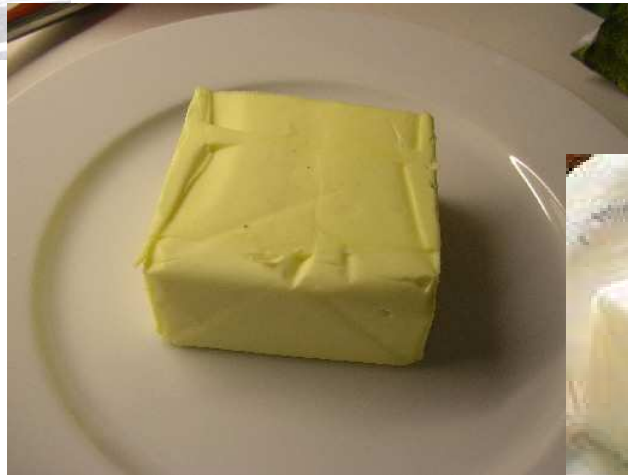


6. Colour

Wear and use colour
to be **distinctive**,
professional and
trustworthy



Colour and its impact



Key messages of colour...

1

Authority



2

Impact



3

Approachable



4

Invisible



Key messages of colour...

Authority

High Contrast

Dark & Light



Impact

High Contrast

Dark & Bright



Approachable

Medium Contrast

Tonal Blends



Invisible

Low Contrast

Pebble Colours



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



Influential



Forgettable







7. Garment Structure

Use **structure** and
lines to **power up**

This is the history of status.



The Escalating Scale of Business Attire



High to Low Influence

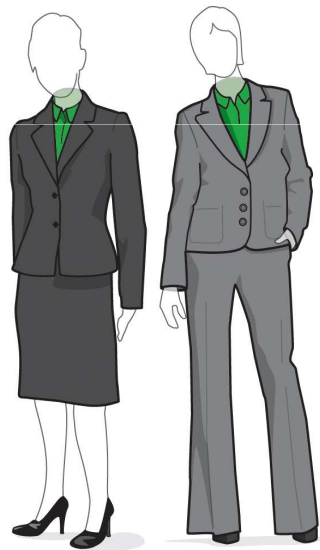


High to Low Influence



High to Low Business Influence

Suit



Jacket



Collar

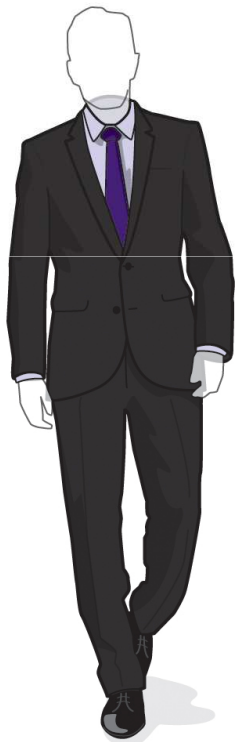


No Collar



High to Low Business Influence

Suit



Jacket



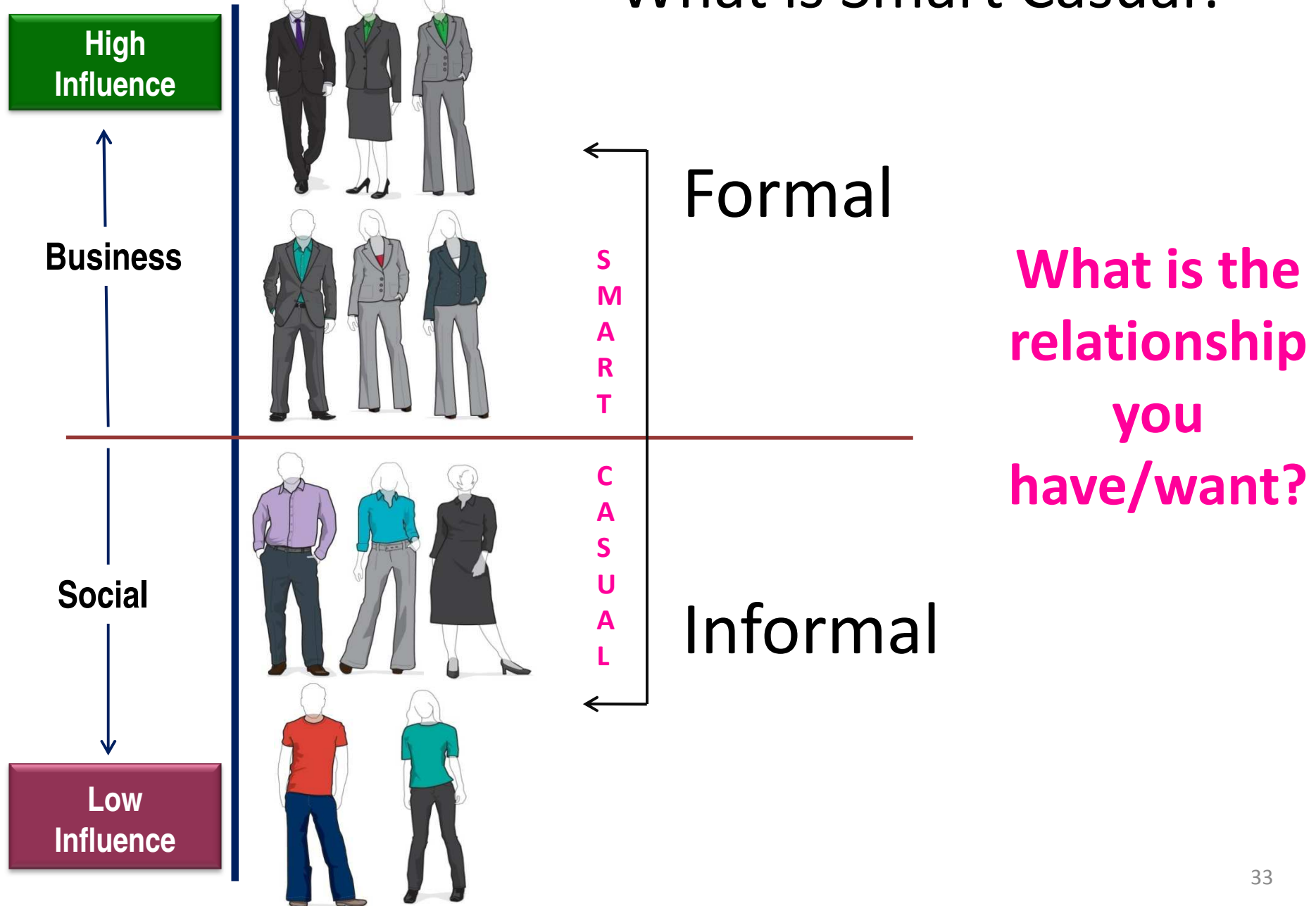
Collar



No Collar



What is Smart Casual?





8. 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
- Poor grooming
- 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 stockings
- Ultra revealing or clingy clothes
- Inappropriately short skirts
- Clothes in inappropriate fabrics
- Dressing too young or too old
- Stiff shapeless clothes
- Poor fitting or inadequate underwear
- Tired, over worn, loved to death garments
- Perspiration wetness
- 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

9. Consistency

A **successful** Personal Brand is **consistent**.
Today, tomorrow and everyday.



Why?

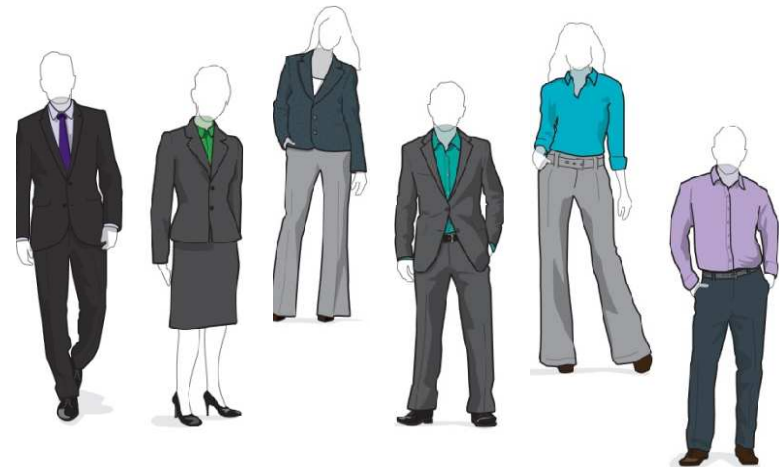
You cannot not
COMMUNICATE

People Buy People!

Is Your Image Fit for Business?



***What impact do
you want to
make...***



Manage the perceptions
others have of you