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# PROFESSIONAL IMAGE

# How Important is your Personal Image?

## ***First Impressions***

### ***Any Agency or Company you work for***

communicates to the public through its people—appearance, communication skills, mannerisms, behavior, knowledge, professionalism.

It only takes 7 seconds to make a first impression!

- **55% based on how you look and act**
- **38% based on the sound and tone of your voice**
- **7% based on what you actually say**



# Professional Attire

- Dressing for Success – General Tips
- Business Professional Attire
- Business Casual Attire
- Undergarments
- Accessories
  - Hair
  - Make-up
  - Jewelry
  - Hands
  - Shoes
  - Hosiery
  - Perfume



# Professional Attire

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  - Cologne



# PROFESSIONAL ATTIRE

The attention should be on your words, not your appearance

## GENERAL TIPS:

- Navy, black, white, and grey clothing is always safe
- Simple designs and styles
- Well-fitted and ironed clothing
- Minimal jewelry
- Suits and button-up shirts

## HYGIENE:

- Clean hair and clothes
- Minimal cologne/ perfume
- Trimmed nails
- Brushed teeth
- Deodorant

## WOMEN:

Neutral makeup

Medium/ small sized purse

Skirt/ dress covering knees, or slacks

Heels lower than 2 inches

Well-maintained shoes

## MEN:

Cut hair 3-5 days before interview

Shave or trim beard

Tie touching top of belt

Mid-calf socks, NOT white



**TEC**  
GROUP



# Dress FOR Success

## DO!

Business professional attire includes closed-toe dress shoes, blazers or suit jackets, full-length pants, a dress, or skirt, and a blouse or button-up shirt and tie.



## DON'T

Avoid wearing flip-flops, sandals, sneakers, boat shoes, and heels higher than four inches. Jeans, leggings, hoodies, polos, t-shirts, tank tops or other shoulder-baring tops, crop tops, short skirts or dresses, and wrinkled clothes are also discouraged.



# Dressing for Success

- You are your own advertisement
  - You only get one chance to make a first impression
  - The first impression is one of the major elements on which people will judge you.
- Your attire plays a supporting role
- General Tips
  - ✓ Good Hygiene
  - ✓ Dress Conservatively
  - ✓ Rule of thumb –
  - ✓ Dress like your supervisor
  - ✓ Be Confident



# Business Professional Attire

- When is business professional attire appropriate?
  - For an interview
  - If it is the required dress code at work
  - At networking events and job fairs
  - When in doubt, ask!
- What is appropriate?
  - Suit
    - A suit carries more impact than any other item
  - A Person who dresses professionally has a better chance of making a positive Impression than a person who does not



# Suits (Women)

- Should be freshly pressed and properly tailored to fit your body type.
- Length
  - Skirt length should be at the knee or longer
  - Pants
    - The bottom of the pants should not hit the floor. If wearing heels, hemline of the pant should fall between the top of the heel and mid-heel.
- Blouses
  - Short or long sleeve preferable
  - Appropriate neck line
  - Avoid sheer blouses
  - Tucked into pants or skirt
  - No loud flamboyant colors





# Suits (Men)

- Should be freshly pressed and properly tailored to fit your body type.
  - Pants
    - The bottom of the pants should not hit the floor..
    - Avoid European skinning tight cut pants, especially if you have muscular legs.
  - Shirts
    - Short or long sleeve preferable
    - Appropriate neck size tie should be to the top button
    - Tucked into pants



# Business Casual Attire

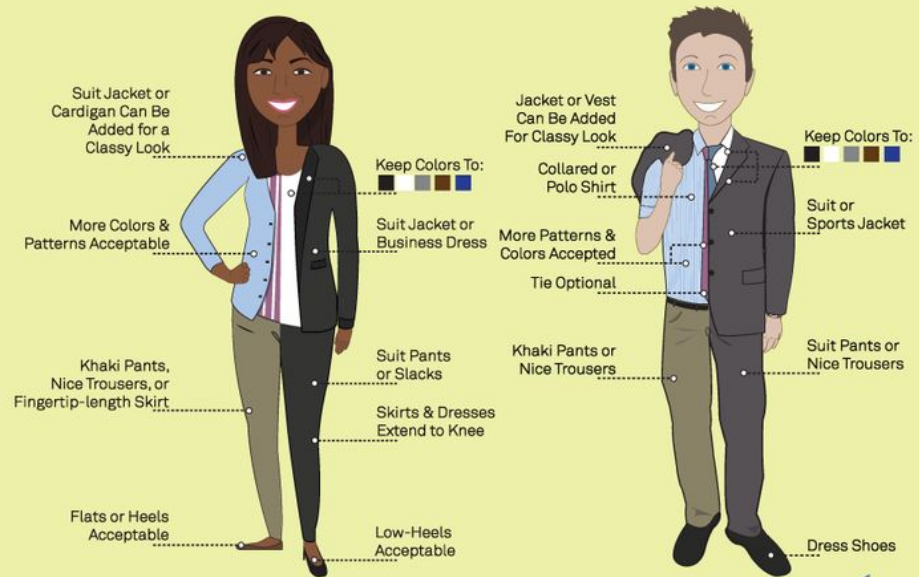
- When is it appropriate to wear business casual attire?
  - If it is the required dress code at work
  - Casual Fridays if applicable
  - Not recommended for an interview
  - When in doubt, ask!
- What is appropriate?
  - Follow the same guidelines as business professional as to fit and length of skirt and pants (refer to slide 5)
    - Jacket is not required
    - Pants (well pressed khaki's ok). Avoid all denim.
    - Skirt
    - Cardigans
    - Knit tops
  - You can add more color to your wardrobe.

# Examples – Business Casual



## Business Casual vs. Professional

Have an interview or professional event coming up? Learn how to decode dress code.

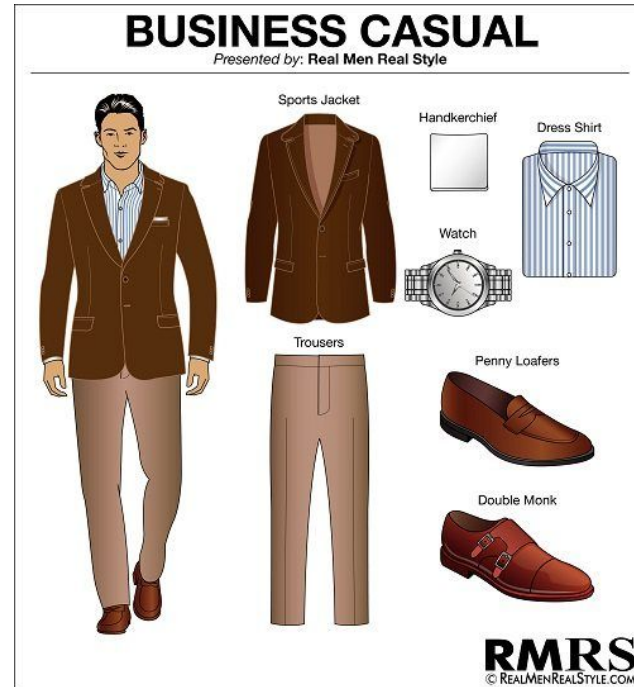


## Tips for Success in Any Business Situation



- 1 When in doubt, dress conservatively.
- 2 A suit (suit & tie for males) will suffice in most situations
- 3 Make sure your outfit is wrinkle-free.
- 4 Stick with solid colors and tighter-woven fabrics or simple patterns.
- 5 Accessories should be kept simple: basic pumps, modest jewelry, light make-up & light perfume.
- 6 Wear a belt and a watch.
- 7 Be sure your hair is neatly trimmed or groomed. Avoid the "messy" look.
- 8 Shirts with lettering or graphics should not be worn.
- 9 Check your outfit for missing buttons, lint, or a crooked tie.
- 10 A skirt should be no shorter than the tips of your middle fingers (or just above the knee for good measure).

# Examples – Business Casual



# Undergarments

- Invest in shapewear
  - Provides a blemish-free, streamline look
  - Slims, tucks, and enhances your figure
  - Boosts confidence
- Bras
  - Should be modest and fit appropriately (not a bustier)
  - Get fitted!
    - Lingerie shops and department stores such as Nordstrom provide free fittings.
- Underwear
  - Modest and appropriate
  - Full coverage

# Accessories

- Hair

- Keep it simple. Always neat and clean.
  - For an interview - preferably out of your face, pulled back long
- Skip the hair accessories
- Avoid loud hair color (blue, green, etc.)



- Make-up

- Enhance your natural beauty and stick to neutral colors.
- Avoid heavy make-up and shiny lip glosses.
- Avoid clumpy mascara
- Groom brows

- Jewelry

- Avoid gaudy accessories
- A simple necklace, small earrings and any promise, engagement, and/or wedding band is sufficient
  - If you have multiple ear piercings, only wear one set of earrings Remove all facial piercings
  - Tattoos –multiple tattoos should be covered



# Accessories continued

- Hands
  - Clean nails, short preferably.
    - Get a manicure
  - Nail polish should be clear or a neutral color
- Shoes
  - Preferably closed toe, especially when wearing business professional.
  - Polished and scuff free
  - No higher than 3 inches
- Hosiery
  - Requirement has changed over the years
  - For an interview, it is recommended that you wear hosiery when wearing a skirt or dress suit.
  - If working, check the dress code policy. It may be optional with some employers.
- Perfume
  - Don't wear any—less is better



# Accessories Men

- Hair
  - Keep it simple. Always neat and clean.
    - For an interview – fresh hair cut, if long hair must be neatly up and out of the face completely
  - Skip the hair accessories
  - Avoid loud hair color (blue, green, etc.)
- Facial Hair
  - No lumberjack beards
  - Groom brows, mustache etc.
- Jewelry
  - Avoid gaudy accessories
  - A simple necklace, wedding band is sufficient
    - If you have multiple ear piercings, remove them especially during an interview.
    - Remove all facial piercings/cover tattoos





# 9 Items, 1 Week



Monday



1+4+6+8

Tuesday



2+5+6+7+9

Wednesday



3+4+6+8+9

Thursday



1+4+6+7

Friday



5+6+8



"You would rather be overdressed than underdressed."  
 - Stephen Gilbert, general manager of Men's Wearhouse.

"Although your interview attire isn't the only deciding factor to your interview, it is an important one."  
 - Kristen Estrada, corporate recruiter for Hastings.

"You should stay away from wearing a very bright color for the initial interview because you don't want the interviewer to be so distracted to where they only notice your loud color and not your great resume." (Stephen Gilbert)





# Do's and Don'ts of Business Attire

## Do's:

- Comb your hair
- Brush your teeth
- Take a shower
- Trim your fingernails
- Shave your face (men)
- Shave your legs (women)
- Wear a suit (men & ladies)
- Clothes pressed & clean
- Wear dark blue or gray suits with white shirts
- Solid color tie or tie w/ small patterns
- Shoes should be polished
- Wear socks that match the color of your suit pants
- "Zip your fly"
- Wear a leather belt that matches the color of your shoes

## Don'ts:

- Spend too much \$ on your clothes
- Have bad breath and/or food in your teeth
- t-shirt, jeans, gym shoes
- Loud ties
- Loud suits (bright colors)
- Wear slacks without a belt
- Display tattoos or body piercings
- Display a lot of jewelry
- Wear tight clothes
- Reek of body odor
- Leave your hair messy
- Wrinkled clothes

# Communication Skills

- Another part of first impressions is your communication skills
- Speak proper English at all times
- Please do not use slang words at any time
- Make eye contact
- When interacting with Management or Customers be prepared to answer hard questions
- Use proper English when writing emails or other correspondence
- Good posture and body language are important.



# Do's and Don'ts of Communication



## Do's

- Verify the message was heard
- Be specific and prepared
- Provide solid, tangible, practical evidence
- Listen
- Leave out buzzwords
- Be patient and persistent
- Be candid and open
- Be isolated from interruptions
- Have the facts in logical order



## Don'ts

- Forget to follow-up
- Be domineering or demanding
- Pretend to be an expert if you are not
- Be vague or offer opinions
- Talk down to him
- Leave things open to interpretation
- Decide for him
- Be curt, cold, or tight-lipped.



# 10 *Tips to become a successful interviewer!*



## Tips for Residents interviewing their future colleagues!



### Be Honest

Every program has its pros and cons- even yours. Be honest about your flaws.



### Be Prepared

Review the student's materials. Try digging deeper by asking, "What's missing from the application?"



### Dress to Impress

If you happen to be coming or going from a shift, scrubs may be acceptable, but if not, your attire should be professional.



### Have a Signature Question

Have 1-2 standard questions for each applicant so that you can compare and contrast answers.



### Practice

Try practicing your interviewing skills on 4th year medical students rotating in your department.



### Don't Spew Negativity

You might be in the middle of a tough stretch, but try to stay positive.



### Don't ask "Do you have any questions?"

Try to avoid asking if the applicant has any questions until the end of the interview.



### Don't Ask Illegal Questions

Avoid questions about marital status, kids, health, age, religion, country of origin, or arrest record.



### Don't Fill the Silence

Try to avoid the trap of filling moments of silence and talking too much.



### Don't Hold Onto Biases

Start the interview with a clean slate. Avoid hanging onto biases you may have developed based on a student's application.

# Written and Unwritten Rules of the Workplace

- Always strive to do the best job you can no matter the task!
- Learn the culture of you company as well as department
- Don't create conflict or issues when there are changes
- Be seen as an asset not a liability
- You must be flexible and understand there will always be expansion and or enhancement in your company that is the nature of successful business
- Do not use personal electronics in the workplace
- Change is difficult but it is a necessary part of life



# Questions/Comments