CREATING A PROFESSIONAL IMAGE

75% of recruiters believe that how a person dresses for work affects one’s job, salary, and possible promotions.”
http://wingsgorsuccess.org
SESSION OVERVIEW

Your “Professional” Image is the deliberate picture you paint in business about your competence, attention to detail and level of success beginning with your appearance. From the mailroom to the boardroom, how you carry yourself, dress and groom are all a part of a story you are telling your colleagues and clients. This session will teach students to paint a favorable impression about their professionalism.
SESSION GOAL
To teach students to create a favorable professional image.

SESSION LAYOUT
Theatre Style Seating

SESSION TIME
One hour
Corporate Vs. Business Attire

In the business world, if you have a blue and black suit, you pretty much have done all you need to at least be within the dress code; however, there are distinct differences in attire when it comes to a corporate and business environment.
A More Casual Business World

In the business world, if you have a blue and black suit, you pretty much have done all you need to at least be within the dress code; however, there are distinct differences in attire when it comes to a corporate and a business casual environment.
General Business Attire ranges from business professional to business casual.
Corporate Attire is more formal and starts at business professional up to boardroom level clothing. Corporate attire will always include a jacket and tie for the men and a pant or skirt suit for women. Small understated jewelry and simple hair completes the look.
NAUEP Elite Etiquette Extended Endorsement

- Conservative tie
- Business suit
- Polished, leather shoes
- Belt matching suit color
- Conservative, collared shirt
- Simple watch
- Portfolio
**Tie Length**

**DO:**
- Bottom of tie should just cover your belt buckle

**DON'T:**
- Too is too long, going below the belt
- Tie is way too short
Correct Suit Jacket Length

**DO:**
- Jacket length should reach the tip of your thumb
- Suit jacket should cover buttocks
- Allow ¼ - ⅛" of shirt cuff to show

**DON’T:**
- Suit jacket length is way too long
- Too many buttons, opt for a 2-3 button suit
- Jacket sleeve length should break at the wrist when arm is hanging down
NAUEP Elite Etiquette Extended Endorsement

TIES FOR MEN

Best Qualities

100% silk

Stain resistant (they do not wrinkle)

Patterns

Geometric, diagonal stripe, small to medium dotted, or solid tie

Colors

Compliment your suit

Enhance your appearance, do not overpower it
WOMEN’S MUST HAVE’S
Black Pencil Skirt
White Blouse
Black, gray or Tan Pants
Black Pumps
Elegant Handbag
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MATERIAL QUALITY

**Suits**
- Pure Wool
- Wool Blend
- Navy, charcoal
- gray, black

**Shirts**
- Cotton
- Cotton Blend
- Long sleeve more professional than short sleeve

**Shoes**
- Leather
There are five levels of professional attire. Level one is the most corporate level.

**LEVEL 1**

**BOARDROOM ATTIRE**

- Crisp white dress shirts and modest ties.
- High quality accessories.
- Dark charcoal gray or navy blue two- or three-piece suits.
- Only black oxfords or derbys.

- Collared dress shirts or blouses.
- Dark and classic suits.
- Skirts not shorter than two fingers above the knee.
- Only black tights and heels.
LEVEL 2

TRADITIONAL BUSINESS ATTIRE

Traditionally patterned shirts and ties can be more brightly colored.

Dark and subtly patterned suits.

Dark brown or navy blue oxfords.

Professional tops without a deep neckline.

Suits can be more brightly colored.

Tights and closed toe heels.
EXECUTIVE CASUAL

For men:
- Brightly colored or patterned shirts and ties.
- Sports coats and jackets.
- Dressy slacks.
- Loafers or monk-strapped shoes.

For women:
- Brightly colored shirts.
- Bigger and unique jewelry and accessories.
- Fashionable jacket and skirt.
- Closed toe pumps.
LEVEL 4

MAINSTREAM CASUAL

**Shirts and sweaters in a variety of colors and patterns.**

**Slacks or corduroy pants.**

**Relaxed but elegant shoes.**

**Short-sleeved tops, maybe with vests.**

**Fashionable combinations of tops, vests, and skirts.**

**Open toe shoes.**
LEVEL 5

BASELINE CASUAL

- Nice T-shirts or casual collared shirts.
- Dark and elegant denims.
- Tasteful sneakers.

- Tidy and fitted T-shirts, blouses, or sweaters.
- Clean and crisp denims.
- Elegant sandals.
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Office Prohibited

1. X
2. X
3. X
4. X

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Every Professional Woman Should Have a Little Black Dress

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Jackie O £65
Victoria £85
Coco £75
Marilyn £95
Emma £85
When attending a cocktail party, men can be just as stylish as women with a nice suit, shoes and pocket square.
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Golf Course Attire

Acceptable on Course

Unacceptable

Acceptable on Course

Unacceptable
Uniform Work Attire
FINAL CORPORATE IMAGE TIPS

- When in doubt, dress conservatively.
- Make sure your hair and nails are well groomed.
- Make sure your skirt is appropriate for walking, climbing stairs and sitting.
- Stay way from loud colors or patterns.
- No daggling earrings or loud bracelets.
- Keep heels to two inches.
- Look for sales for quality clothes.
- Buy pieces that are versatile.
- Your socks and hosiery should match your shoes and pants or skirt.
- Limit the ring count.