

PROFESSIONAL IMAGE

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“You never get a second chance to make a first impression.”

Unknown

Experts say that it takes as little as 3 seconds to make a first impression – an impression that, once made, is difficult to change.



What Do Others Notice About You During the First Impression?

- ◉ Clothing
- ◉ Hair
- ◉ Make-Up
- ◉ Jewelry
- ◉ Weight
- ◉ Glasses
- ◉ Laugh
- ◉ Business Title

- ◉ Business Card
- ◉ Smell
- ◉ Teeth
- ◉ Smile
- ◉ Eye Contact
- ◉ Tone of Voice
- ◉ Neatness
- ◉ Posture



What Do Others Notice About You During the First Impression?

- ◉ Car
- ◉ Office
- ◉ Home
- ◉ Nervous Habits
- ◉ Handshake
- ◉ Resume Paper Quality
- ◉ Availability
- ◉ Writing Ability
- ◉ Phone Use
- ◉ Enthusiasm
- ◉ Energy Level
- ◉ Confidence
- ◉ Handwriting
- ◉ Spelling
- ◉ Thoughtfulness

Research has shown that...

Technical skills and knowledge account for 15% of the reason you get a job, keep a job, and advance in a job.

85% of your job success is based on your people skills.

Harvard University, Carnegie Foundation, and Stanford Research Institute

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Successful people have 3 common characteristics. They are:

- Competent in their skills
- Confident in their demeanor
- Considerate of others

Business Case for Etiquette

- Distinguishes you from your competition
- Helps you to develop and maintain business relationships
- Helps you to project a positive image
- Helps you to project confidence and authority
- It builds teamwork

Presence “Power Points”

- Eye contact
- Posture
- The Handshake
- The Art of the Introduction
- Initiating a Conversation

Eye Contact

- Tells the other person you are listening
- Actually makes you a better listener
- Focuses attention on the individual and makes him or her feel important while you look in control

In a one-on-one interaction direct eye-to-eye contact should be made 40 – 60% of the time. Less than that and a person is seen as shy, shifty, hiding something, or lacking self-confidence and authority. More than that, and a person will feel put on the spot, examined or under a microscope.

Posture

- Broadcasts to others how you feel about yourself
- Communicates to others how much you value them
- Can create trust and demonstrate inclusivity

Shifting from a seated to a standing posture before introducing yourself signifies that you value the person, the interaction, and it communicates confidence.

The Handshake

Tips

- The right hand should always be free
- The left hand should hold only one item
- Extend your hand with the thumb up and fingers out
- Shake from the elbow, not the wrist or shoulder
- Two smooth pumps
- Shoulder to shoulder stance

The Handshake

A handshake can convey sociability, friendliness, and dominance if utilized correctly. If not, a handshake can send a message of social introversion, shyness, and weakness.



The Art of the Introduction

In business introductions, persons of lesser authority are introduced TO persons of greater authority, regardless of gender.

Tips:

- Always stand when you meet someone
- Look at each person as you say his or her name
- Tell something about each person whom you introduce
- Refrain from making unnecessary gestures

Initiating a Conversation

Learn the art of small talk, because it:

- Breaks the ice
- Establishes a connection
- Doesn't require original or profound conversation
- Is what people say to each other to be polite

“Charm is the ability to make
someone else think that both of
you are wonderful.”

Edgar Magnin

Tips to improve your small talk ability

- Be well-informed
- Focus on the other person and less on yourself
- Don't interrupt
- Do listen
- Think before you speak
- Always close a conversation before walking away from the other person.
- Avoid discussing things like: your health or diet habits, the cost of things, personal questions, mean gossip, jokes, controversial issues

Dress/Appearance

The position you hold and the people that you consult, entertain, and do business with will dictate what you should wear to work.

Associates need to keep in mind the clients they interact with in regards to how casual one can be and still be appropriate. Casual does not mean “sloppy”.

Dress/Appearance

- It is insulting to your co-workers or clients to show a lack of concern about your appearance.
- Being wrinkled, unshaven, or unkempt communicates (intentionally or not) that you don't care enough about the situation, the people, or the company to present yourself respectfully.
- Err on the side of conservative.
- Always practice impeccable grooming!

Tips for Men

(in a traditional business environment)

Basics:



- Conservative business suits (navy blue, black, dark brown, light brown or dark gray) are preferable.
- For button down shirts, skip the loud prints (i.e. plaids), and opt for basic conservative colors (white, black, navy, light blue, etc.) or pinstripes.
- Socks: navy, black or dark gray socks with suits, and brown socks with brown tone or khakis. Argyle or patterned socks go with sport coats and casual dress pants in gray or khaki.

Tips for men (cont'd)

Basics:

- Men should stick to a wristwatch and wedding ring only for jewelry.
- Avoid wearing casual footwear if you are wearing a business suit. Loafers and oxfords are acceptable for khakis and other types of casual pants.
- Ties should be coordinated with shirts and suits. Choose an in-style width. Be sure ties reach just to the waistline.
- All clothing should be clean, pressed, and in excellent condition.
- Belts and shoes should be leather and good quality. Shoes should be polished and coordinate with the outfit in color and style.

Tips for Women

(in a traditional business environment)

Basics:

- Pantsuits are the best choice as they can be dressed up or down. Choose a dark neutral shade like black, navy, brown or gray. Wearing a light sweater under the jacket gives you the option of dressing up or dressing down, depending upon your office environment at the time.
- Shells are appropriate under a jacket, but not alone.
- Prints, patterns and color should be worn sparingly (i.e. a scarf or under a jacket).
- Select outfits that flatter your natural curves without being too tight or revealing.

Tips for Women (cont'd)



Basics:

- Hosiery in flesh tones is best, and socks worn with pantsuits should be dress socks color coordinated to the ensemble.
- Conservative shoes have a closed toe and heel. Shoes should be leather and in good condition.
- Purses should be of good quality, in good condition, tidy within, and coordinate with the outfit.
- Jewelry should be minimal, conservative, and tasteful. Stay away from dangling earrings, noisy jewelry, or too much glitter.

Business Casual Attire

The savvy employee will have a jacket on hand to dress up a casual outfit if a client visits unexpectedly.

If you know you will be meeting with a client, first consideration should be on professionalism when selecting clothes that particular day and the casually accepted attire in the office may not be the best selection.



Business Casual Attire

Jeans worn to work should be stylish, fit well, flatter you, and look professional.

Clothing should always be clean, pressed, and of good quality.

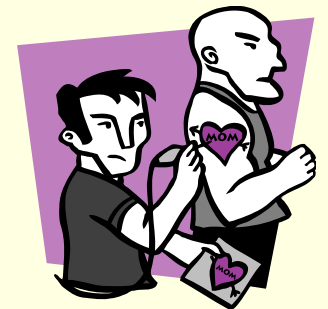
Proper Grooming

- **Hair** – stylish cut that is clean and in good shape. Men with facial hair should keep it trimmed and cared for. If hair is dyed, maintain it so that the roots are not contrasting with the hair.
- **Nails** - should be clean, trimmed, and filed. Polish should be free of chips.
- **Make-up** - should be artfully applied and up to date.
- **Fragrances** – Use sparingly as perfumes and aftershaves can cause others allergic reactions. Deodorant is a must!
- **Teeth** – should be brushed, whitened if necessary, and mouthwash or mints should be available at all times.
- **Smoking** – exercise caution that you do not carry the odor of tobacco in a client's presence.

What About Tattoos and Piercings?

**In a study conducted by
Careerbuilder.com and Vault.com:**

- 42% of managers said their opinion of someone would be lowered by that person's visible body art.
- 44% of managers said they had tattoos or body piercings in places other than the ears.
- 81% of respondents think piercings in places other than the ears are unprofessional.
- 76% of respondents believe visible tattoos are unprofessional.



General Conduct

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General Conduct

Be courteous and thoughtful to the people around you, regardless of the situation. Consider other people's feelings, stick to your convictions as diplomatically as possible, and address conflict as situation-related rather than person-related. Apologize when you step on toes.

General Conduct

- Pay attention to your body language. Even subtle communications like rolling your eyes or sighing can lead to a loss of rapport.
- **NEVER** use profanity under any circumstances.
- Do not get intoxicated at business-related functions.



General Conduct

- o Avoid raising your voice
- o Avoid using harsh or derogatory language toward anyone, present or absent
- o Avoid interrupting
- o Avoid any behaviors that could be perceived as sexual harassment

General Conduct

Keep Your Manager Informed

- Be sure he/she knows what you are doing and is alerted as early as possible to issues that may arise, and is aware of outcomes and milestones.
- Never surprise your manager
- Speak well of your manager within and outside of the company, and give him or her the benefit of the doubt.

Be a Role Model

- Are you making a good impression if you arrive late every morning and/or leave early each night?
- Can your team count on you to put in a little bit of extra time, as needed?
- Is it appropriate to go for coffee and/or catch up with your friends as soon as you arrive each day?
- Do you spend a great deal of time on personal phone calls?

E-Mail Etiquette

- Be professional – conduct yourself in a business-like manner at all times.
- Be direct and to the point.
- Make the subject line specific so the reader understands the nature of your message
- When forwarding messages, delete extraneous information so that the reader doesn't have to scroll through pages and pages to get to the necessary information.
- Answer e-mails within 24 hours

E-Mail Etiquette (cont'd)

- Address and sign your emails.
- **DON'T TYPE IN ALL CAPS. TOO INTENSE,** and you appear too lazy to type properly, or you appear as though you are “shouting” at the reader.
- Use proper spelling, grammar, and punctuation.
- Always remember that e-mails are **NOT** confidential!

Phone Etiquette

- Always return calls, even if you don't know how to answer the question.
- If you are going to be out of the office, leave a voicemail message indicating when you will be able to return their calls.
- If you get a receptionist or secretary instead of the person you are actually calling, identify yourself and tell them the basic nature of the call.
- Answer the phone with enthusiasm or warmth. Do not make the caller feel as though he or she has interrupted you.

Cell Phone Etiquette

- Remember that a cell phone conversation in a crowded area is not private.
- Turn off your cell phone in business meetings, churches, restaurants, theaters and concerts. If you must leave your phone on, put it on the silent or vibrate setting.
- Don't shout into the receiver.



Speaker Phone

- Always ask for permission before putting someone on speaker phone.
- Always identify the other persons in the room.

Teleconferencing

- Turn off cell phones, fax machines, beepers, etc. that may ring while you are talking
- Be prompt
- Identify yourself when speaking
- Use a land line – no cell phones

Meeting Etiquette

- Arrive early, or at the scheduled time at the latest, but never late.
- Come prepared. Bring something to write on/with. It is disruptive to ask others for paper and pen if you decide to take notes.
- Do not interrupt. Conversation during a meeting is disruptive to other attendees and is inconsiderate to the speaker.
- Turn off electronics (cell phones, pagers, etc.)

Meeting Etiquette (cont'd)

- Keep your questions brief and ask only one question at a time.
- Pay attention
- Be patient and calm. Do not fidget, drum your fingers, tap your pen, flip through or read materials not related to the meeting, or act in an otherwise disruptive manner.
- Do not leave the meeting early.
- Respond to all action items in a timely manner.

Networking Etiquette

People tend to do business with people they like, trust and have confidence in.

- **55%** of the impression you make is communicated through non-verbal body language (eye movement, posture, body movement, gestures and facial expression). **38%** comes from the vocal quality, volume, pace and expression. **7%** comes from the content or the words.

Networking Etiquette

■ Be a great LISTENER!

We all tend to listen in 3 levels throughout the average day:

1. **Level 1** – listener listens without passing judgment on the speaker or trying to prepare a response while he/she is still talking.
2. **Level 2** – the listener only picks up the surface elements of what the talker is communicating. May hear the words but miss the rest of the message.
3. **Level 3** – the listener tunes in and out of the conversation. Has the same effect as watching a show while channel surfing.



QUESTIONS?

Thank you!