Case 5. Image of company employees

The size of the enterprise or organization greatly influences the principles of the personal image of employees. Large companies with formal communication systems and management hierarchies function well under the guise of professionalism - classic suits, a good understated appearance and appropriate accessories. But there are exceptions here: for example, companies whose origins lie in a different business environment. Successful entrepreneurs and at the same time "otherists", they deny many traditional entrepreneurial values and experiences. They don't have to follow the rules; they achieved everything despite the rules.

Questions and tasks:
1. Which companies, in your opinion, are most suited to an image that denies the classics?
2. What steps would you take to create the image of such a company?