

Unit 4:

Presenting Yourself Professionally

Managing Your Image

- Your image is the sum of your observable characteristics
- Your presentation signals your role in the organization
- Your image affects your career path
- Your image reflects that of your company
- Your appearance influences how you feel about yourself

Dressing Appropriately

- Clarify expectations before you start
- Consider your department
- Respect industry norms
- Follow standards for your location
- Err on the formal side
- Remember that your employer sets the standards

Meeting Business Casual Standards

- Have at least two business suits
- Dress more formally for job interviews and important events
- Wear appropriate attire for business casual
- Dress more formally than what is expected
- Avoid inappropriate clothing

Maintaining a professional wardrobe

- Launder your own clothing
- Protect your colors
- Dry-clean or hand wash when appropriate
- Give your clothing a pressed look
- Maintain your shoes

Practicing good grooming and hygiene

- Bathe every day
- Groom facial hair
- Care for your hair
- Keep your breath fresh
- Maintain foot health

Interacting with others

- Develop and practice a short elevator speech
- Stand up when greeting someone
- Smile and make eye contact
- Offer to shake hands
- Be prepared to meet people

Improving your speech

- Record yourself
- Practice reading aloud
- Avoid assimilation
- Mimic the news anchor
- Slow down
- Increase your vocabulary

Cleaning up your online persona

- Search for your yourself
- Eliminate negative material
- Dilute what you cannot remove
- Use privacy settings
- Create an anonymous persona

Looking back...

- Manage your image
- Dress appropriately
- Meet business casual standards
- Maintain a professional wardrobe
- Practice good