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# IMPRESSION MANAGEMENT



## DRESSING, APPEARANCE, AND GROOMING

### **Dressing for workplace - what is it?**

- A set of rules specifying the type of clothing
- To be worn by a group or by people
- Under specific circumstances in their workplace
- Example: Workplace attires



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## Types of dress

- Business Formal –
  - For Men –
    - Ties and other accessories – Modest
  - For Women:
    - A well-cut pantsuit or skirt suit
- Business Professional
  - For Men:
    - High-end accessories – Acceptable
  - For Women:
    - A suit or skirt, top, and jacket – Black or brown

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## Types of dress codes

- Business Casual – “Executive casual.”
  - For Men:
    - Coloured, collared button-ups in any colour
    - Ties - Conservative in pattern
  - For Women:
    - Hair can be more casual - Less conservative colours
- Casual --
  - For Men:
    - Sneakers are usually acceptable, as are loafers.
  - For Women:
    - Nicely fitted tops and blouses

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## Guidelines to appear polished to workplace

- Executive dress equals a suit
- Avoid business casual confusion
- Laid back is different than lax
- Always dress one step above your client
- Stay under cover
- Grooming is a must



## Benefits for dressing for workplace

- Clarifies the expectation of employer
- Motivation and uniformity
- Ensures safety and prevents accidents
- Saves the deciding time
- Makes the company safe
- Creates Professionalism and team spirit
- Confidence booster



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## Summary:

- Business etiquette –
  - Way of presenting yourself
  - Such a way that you will be taken seriously
- Poor business etiquette -
  - Cost you the trust of your workers and customers
  - Loss of valuable business opportunities
- Etiquette - Unwritten rules applies to social situations
- Two-way communication - Complete communication process

