



-: Subject :-  
Business  
Communication  
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-: TOPIC :-  
Study the personal  
appearance and  
grooming of  
employees visiting  
sales store, shopping  
mall in vicinity.



# PERSONAL APPEARANCE

Personal appearance is an often disregarded part of communication and presentation skills.

When you are speaking in public you may be representing your organisation or just yourself, but it is still *you* in the front line. It is *you* that the other person, group or audience sees and before you have time to open your mouth and give an account of yourself, certain assumptions, both consciously and subconsciously, have been made.

**First impressions are very important - they can be about attitude as well as dress.**

**Visual impact is at least as important as verbal impact, people will very quickly make assumptions based on your facial expressions, the clothes you wear, how well groomed you are and your body language.**

## *In communication, what is the importance of personal appearance?*

Personal appearance is subjective, non verbal communication. So if you go to a black tie event dressed in Jeans and tattoos and a ripped t shirt, you communicate something, and people around you interpret something else. Likewise if you go to a heavy metal rock concert in clothes appropriate for a black tie event the same situation occurs. In general if you don't care about your appearance, you communicate that you don't care about yourself. Can you imagine if I walk into a situation and say out loud, I don't care about myself.. What reactions I would get. So yes personal appearance in communication is important, but it's dependent on situations context and familiarity. However I would add this, if someone remarks your appearance is inappropriate, and you have taken care to be your best self, then the issue is with them. The problem with communication usually comes from the interpreter who decodes the appearance of the other from their own frame of reference. So someone who thinks people with Tattoos are evil dope heads ( for example) , is going to interpret everyone with a tattoo in the same manner no matter what they are wearing or where they are or what they have achieved in life.

# *What does "personal appearance" mean?*

Someone who does not pay attention to their personal appearance might wear torn clothes, have uncombed hair, and be unshaven, etc.

Here are some sample sentences:

Teeth whitening has become increasingly popular in a world obsessed with personal appearance modeled on the looks of celebrities.

Single people tend to take more care over their personal appearance and are likely to spend more money on products that improve the way they look like.

# *Clothes and Grooming*

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## *How Does Business Attire Differ in Diverse Office Dress Codes?*

Differentiating between dress codes that recommend various types of business attire for the office is confusing. Online and in company dress codes, the range of business attire options described vary considerably.

For example, some business casual dress codes recommend that employees wear suit coats or jackets to work. Others allow jeans as everyday business attire. With the range of recommendations available, is it any wonder that employees have trouble knowing what is appropriate to wear to work?

I'll differentiate the degrees of formality in business attire allowed in the most common employee dress codes. It will help you determine and communicate the appropriate business attire selections for your workplace. The majority of employees just want to fit in, work successfully, and succeed in their careers. A communicated dress code gives them one less thing to worry about.

I favor simple business attire dress codes that treat employees like adults and leave some clothing decisions to management and employee discretion. But some workplaces require a more sophisticated dress code policy. The culture of the workplace or the industry expectations drive dress codes in these cases.

# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Casual Dress Code**

My preferred level of formality in business attire is casual and I, understand that not every workplace can allow employees to dress casually.

The key differentiators of business attire in a casual workplace include allowing employees to wear jeans, shorts, and athletic shoes daily. Additionally, clothing items such as t-shirts, sandals, and very informal pants and shirts are allowed.

Even in a casual business attire environment, any clothing that has words, terms, or pictures that may be offensive to other employees is unacceptable.

Even in a casual work environment, frayed or dirty clothing is not acceptable.

Casual dress codes usually encourage employees to dress up for business meetings, trade shows, and when customers or partners visit the company premises.



# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Casual Dress Code**

A casual dress code differs from a business casual dress code in many ways. Chief among them is that in a business casual environment, shirts for men usually have collars and the pants worn are khaki.

Jeans are only proper attire on the weekly jeans day which many companies offer.

In a casual workplace, jeans are everyday attire and shirts with or without collars are the norm. You will rarely see men wearing ties or sportcoats in either business casual or casual workplaces unless the employee has a customer or client-facing day planned.

Women have a wider range of options. They can wear skirts, slacks, or dresses in either a casual or business casual workplace. The degree of formality goes up in a business casual environment but it rarely approaches the attire that is worn in a workplace with a formal dress code.

Even in the most casual work environment, your employees' choice of clothing is not a free for all though. After all, in a casual work attire environment, because the workplace is a job with coworkers and other people around, employees are still asked to maintain a particular standard in clothing worn to work.



# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Casual Dress Code**

Following is the casual dress code policy.

### **Casual Dress Code Policy**

Your Company's objective in establishing a relaxed, casual, and informal work dress code is to enable our employees to work comfortably in the workplace. Yet, certain standards are established so employees are not confused about the meaning of the terms relaxed, casual, and informal dress.

Because no customers or clients are served in person at our company location, our chief concern is the comfort of our employees.

### **Casual Dress Code Guidelines**

Because all casual clothing is not suitable for the office, these guidelines will help you determine what is appropriate to wear to work. Clothing that works well for the beach, yard work, dance clubs, exercise sessions, and sports contests may not be appropriate for a professional, casual appearance at work.

Clothing that reveals too much cleavage, your back, your chest, your stomach or your underwear is not appropriate for a place of business. In our work environment, clothing should be pressed and never wrinkled. Torn, dirty, or frayed clothing is unacceptable.

# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Casual Dress Code**

### **Casual Business Attire Recommendations**

In a casual work setting, employees should wear clothing that is comfortable and practical for work, but not distracting or offensive to others. Any clothing that has words, terms, or pictures that may be offensive to other employees is unacceptable. Clothing that has the company logo is encouraged. Sports team, university, and fashion brand names on clothing are generally acceptable.

### **Makeup, Perfume, and Cologne**

Remember that some employees are allergic to the chemicals in perfumes and makeup, so wear these substances with restraint.

If you are aware of a co-worker with this allergy, and you work in close proximity with them, consider refraining from wearing perfume or cologne on work days.

### **Dress Code for Travel, Client Interaction, and Trade Shows**

While the office setting can be casual because customers don't visit, traveling to see customers, exhibiting at or attending trade shows, and representing the company in the business community, requires different decisions about attire. Business casual dress is the minimum standard that must be observed when you are representing the company or interacting with customers or potential customers.

# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Casual Dress Code**

Before visiting a customer or potential customer ascertain the accepted dress code and match it in your attire. This is especially important when you are traveling globally representing the company as customs and dress may differ from those observed in the United States.

Additionally, some community events, when you are representing the company, might require formal dress. These might include Chamber of Commerce and other civic or business development meetings, luncheons, and dinners. Take your cue from other employees who have attended and be observant at the event. Certainly, if you are a speaker at a business event, consider wearing formal dress.

Finally, on the occasions when a customer or a business partner does visit the office, the employee groups with whom the visitor is interacting, should adhere to business casual standards.

# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Business Casual Dress Code:**

In a workplace with a business casual attire dress code, employees dress one step up from casual. Jeans are generally discouraged except on a designated dress down day. Attire such as shorts, sandals, t-shirts, sundresses, and tank tops are not allowed.

In a business casual environment, employees are likely to wear a short or long sleeve shirt with collars, nice pants such as khakis or corduroys, vests, sweaters, casual shoes but not athletic shoes, and jackets and sports coats, on occasion. If you see a tie in day-to-day business casual attire, the employee might wear it with a shirt, rarely a suit coat.

Business casual dress codes may encourage employees to dress up for business meetings, trade shows, and when customers or partners visit the company premises. In high-tech, casual companies, business casual is already the step up.

# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Smart Casual Dress Code:**

At various sources, online a smart casual business attire dress code is used interchangeably with business casual business attire.

I prefer to think of smart casual as a step up from business casual. Commonly, executives or senior leaders in a workplace with a business casual dress code dress smart casual.

Smart casual includes pants or skirts that are a step up from khakis, and are often worn with a jacket or sweater jacket. It also includes outfit-enhancing jewelry, dress shirts, tailored sweaters, vests, ties, matching leather accessories, and leather pull on shoes and boots.

# *Appropriate Business Attire for Degrees of Formality in Dress Codes*

## **Business Formal Dress Code:**

Traditional work environments required business formal attire. It is still the norm in industries such as professional services, banking, law, accounting, consulting, and in locations such as corporate headquarters.

Business formal attire requires suits or jackets with dress shirts, dresses, ties, formal leather-like shoes, and, in many companies, hose or socks.

Business formal attire is the least flexible dress code. In some organizations, employees may be able to dress in high-end smart casual business attire, but others still require the navy, gray, or black dress suits.

# GENERAL TIPS

## 1. Understand what's appropriate in your industry

“Everyone draws their lines differently,” says etiquette coach Barbara Pachter. “For example, you may be able to wear shorts, but not cut-offs. If your company has a dress code, follow it.”

## 2. Make sure your clothes fit

It may sound obvious, but many get it wrong. “If your clothes are too big or too small, they are not going to look good. Ensuring a proper fit applies to everything you are wearing,” says Pachter. “One interviewer said he was distracted by a man's short tie.”

## 3. Wear glasses that fit

Make sure your glasses fit properly and aren't sliding down your nose. You don't want to be playing with them all the time, says Pachter. “This becomes distracting.”

## 4. Dry your hair

Never leave your house with wet hair, warns Williams. It makes you look like you don't have your life together, which translates to not having your career together.



# GENERAL TIPS

## 5. Pay attention to your bag

You don't want your personal things jutting out of your purse or briefcase. Keep your bag clean on the inside, especially if it doesn't have a zipper, which allows others to catch a glimpse inside from time to time. Williams also advises professionals not to wear knapsacks because it looks “too collegiate”.

## 6. Don't wear strong perfume or cologne

“Anything that anyone else can smell is not good,” says Williams. To get an idea of whether someone can smell you or not, ask someone you trust.

## 7. Wear well-kept, polished shoes

“One recruiter told me the first thing he notices about a candidate is his or her shoes,” says Pachter. “Make sure your shoes are polished and in good condition.”

## 8. Pay attention to your watch

“When I ask the participants in my etiquette classes to name the one accessory that they notice most on both men and women, the watch is the most common answer,” Pachter says.

# GENERAL TIPS

## **9. Wear rich colours to portray authority**

“Pay attention to your colour choices,” Pachter says. “Darker colours usually convey a stronger impression than lighter ones.” If you're giving a presentation, make sure the colour you're wearing doesn't blend in with the background behind you.

## **10. Avoid neon colours and overly flashy clothes**

“Both men and women have to be cautious with bright colours,” Pachter says. Clothes that are too flashy can be distracting and the visual equivalent of shouting.

Personal grooming is all about presenting yourself. It's about smart looks as well. It also shows how prepared and serious you are about your work.

No matter what profession you are in – whether you are a sales person, a software engineer, a teacher, a marketer, a chief executive of a company or an entrepreneur, you need to look neat & clean and well-dressed. While there are some differences when it comes to personal grooming for women and grooming for men, basically there are three aspects that determine our personality. And we'll discuss the general and less gender-specific aspects of personal grooming for working people. These are, 3 Elements of Personal Grooming :-

1. Good Looks
2. Body Language
3. Manners and Etiquettes

These aspects complement each other and collectively develop an impressive personality. You cannot have a powerful personality if any of the factors lacks. In this article we'll discuss them one by one (with more emphasis on looks). As we talked above, looks can be killing at times. That means we need to look neat & clean, well-dressed, and smart/beautiful. For impressive personality we need to take care of our health, body, and wear. In order to achieve an elegant look, there is a long list of things that we can (should) do.

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### 1) Be Neat and Clean:

Always keep yourself clean from head to toe. It's important. Have a bath every day. It's the very basic step of personal grooming.

### 2) Face Care:

Needless to say your face is the single most important part of your personality. Having even complexion, excellent oral health & sparkling teeth, well-maintained facial hair, and a great smile on the face make your personality really impressive.

### 3) Facial Hair:

Facial hair is probably the most problematic area on your face. Especially for ladies, facial hair doesn't look good. Removing hairs from unwanted areas such as upper lips is a must. Dark shades on the upper lips won't look good.

### 4) Eyebrows:

Nicely shaped brows will add charm to your overall look. So, clear eyes with clean shaped eyebrows should be an essential part of your grooming regime.

### 5) Makeup:

As far as makeup is concerned don't overdo. It should be light and formal. However, this doesn't mean you go to work with no makeup. Just avoid too heavy makeup such as excessive lipstick, elaborated eye makeup and false eyelashes, visible tattoos etc.

#### 6) Concealers:

Mask those dark circles under your eyes. Likewise, cover up age spots, pores, and blemishes on the visible skin area. Use some quality concealer for desired results.

#### 7) Lip Care:

Lip care is also important. Lips give your face a complete look. Wear mascara and lip color for the polished and attractive lips.

#### 8) Oral Health:

Sparkling teeth and refreshing smell are the basics of healthy body and attractive look. Keep your teeth clean and bright. Brush your teeth twice a day and rinse them several times. And, your mouth odor repels people. Have awful breath, use medicated mouthwash. Visit your dentist every couple of months.

#### 9) Body Hair:

Shave off excess hair whenever necessary.

#### 10) Skin Care:

Make sure your skin is fresh, soft, moisturized, and hydrated. Apply quality moisturizer several times during a day. Another thing to care, keep your skin tone even. Conceal skin issues/disorders such as blemishes. Go moderate and avoid extreme things such as visible tattoos etc. Follow proper skin care regime – use sunscreens, drink lots of water, sleep properly, and do regular exercise to keep your skin glow all the time.



### 11) Hair Style:

Your hairstyle must be conservative and basic. Neat and sensible hairdo is considered best at workplace and for formal occasions.

### 12) Hair Color:

If you do hair [dye](#), use colors similar to your natural hair color. That means, always use natural colors (black/ brown) and avoid blue, green etc.

### 13) Hair Length:

For men it must be shorter (about 1-3 inches) and properly cut. If you are a woman with longer hair, tie your locks back, a neat ponytail or bun is just perfect.

### 14) Body Smell/Odor:

Your body odor repels people. So, don't forget to use a deodorant – just use the light ones. It'll keep you fresh whole day. Similarly, go easy on the scents and perfumes. Too strong deodorants, scents, colognes, or perfumes could be annoying for the people near you. Never ever use an excessive amount of a perfume.

### 15) Nail Care:

Your nails should be clean, neatly trimmed, and well-shaped. Keep a good manicure and pedicure routine so that next time people won't say 'Gosh, did you see his/her dirty fingernails?' Say no to overly long nails. Stay away from false nails or elaborate nail art. Always keep them neutral-colored!



#### 16) Dress for Success:

Nobody likes weak collars and faded clothes. Your clothes must be clean, neatly ironed, easy-to-wear, practical, and well-coordinated. Likewise, a perfect outfit should match the occasion. Dress conservatively for business meetings and professional gatherings.

#### 17) Shoes:

Many people tend to treat their shoes as less important. However, dirty and scuffed shoes are the biggest repellant when it comes to attract people. Neatly polished shoes are a must. Make sure no scuff marks are visible on your shoes. Similarly, avoid too high heels, noisy, and slippery soles.

#### 18) Jewelry and Watches:

Wear appropriate jewelry at work. Going conservative is the best bet. Wear basic jewelry and don't wear plenty of them. Avoid noisy and too large jewelry such as metal bangle bracelets. Keep them small and simple. Do you wear watches? Great, go for a nice, conservative dress watches with elegant professional appeal.

#### 19) Eyeglasses/ Sunglasses:

Select the eyeglasses that suit your skin color, face type, profession, and personality. Your glasses must complement your usual dressing style. In fact, whatever you wear at work, you need to look professional.

## 20) Body Posture and Exercise:

Now, it's not a secret that having a healthy body is crucial for good looks. Well-maintained physique, shining skin, and impressive posture add charisma to your personality.

Regular exercise help you strengthen muscles and improve your posture. Aerobic exercises such as [running](#), Yoga etc add glow to your skin as well. Coupled with the full sleep, meditation, and rest will make you strong and efficient at work.

For greater personality, take proper rest, eat healthy food, drink plenty of water and juices, and do regular exercises. After all, the slouching posture is not going to give you a good impression.

## 21) Dining Etiquettes:

In addition to the factors discussed above, your dining etiquettes are also important. Dining etiquettes is all about how you eat and behave on a dining table. It includes [table manners](#), restaurant etiquettes, wine etiquettes, business etiquettes, and conversation tips among others. Learning them will help you avoid certain awkward situations.

# *Conclusion*

**“The way you dress says a lot about how organized you are, how you present yourself, and how others perceive you.”**

Proper grooming and professional appearance are important to gain not just positive impression but also respect in the workplace. First impressions matter and the way you look and carry yourself create impact on people you get along with in the work setting. Proper grooming and professional appearance is important to both men and women. Lack of these may lead to poor image and may interfere with your chance of getting good impression and positive feedbacks from your workmates and superiors.

As an individual living and working in a highly complex and competitive society, you must recognize and understand the impact of your appearance as it communicates first to you and then to others. While it is important to like what you wear and the way you look, it is more important to understand why or why not and specifically how this affects you, others and your life and the achievement of your goals.

# *Conclusion*

- 1. YOUR CLOTHING AND GROOMING AFFECT THE WAY YOU THINK:** When you appear authentic, attractive and appropriate, you think more positively about yourself, your situation and others.
- 2. YOUR CLOTHING AND GROOMING AFFECT THE WAY YOU FEEL:** A positive personal appearance is a fast, effective way to boost self-confidence and overcome anxiety regarding ability or acceptance.
- 3. YOUR CLOTHING AND GROOMING AFFECT THE WAY YOU ACT OR BEHAVE:** A positive personal appearance is one of the most effective ways to improve behaviour and enhance performance level or productivity.
- 4. YOUR CLOTHING AND GROOMING AFFECT THE WAY OTHERS REACT AND RESPOND TO YOU:** Your appearance makes a strong statement about your personality, values, attitudes, interests, knowledge, abilities, roles, and goals