

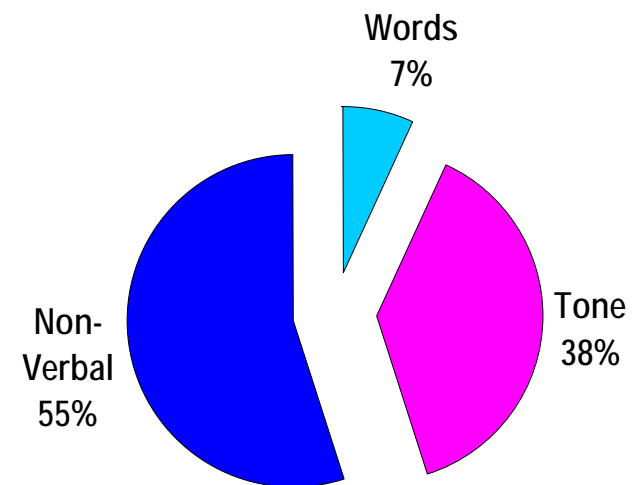


Image Counts

With Sue Donnelly

First Impressions Count

- Why?
- Humans are visual
- Believe body language and how you look not what you say
- Silent Message Report – Albert Mehrabin





First Impressions Count

- Why?
- Decisions made about you
 - Wealth
 - Education
 - Trustworthiness
 - Social standing
 - Sophistication level
 - Background
 - Heritage – social and educational
 - Success
 - Moral character
- These judgements are made in seconds!



First Impressions Count

- Why?
- Promotion Prospects
- Robert Half research (500+ employees)
 - Doing the job = 10%
 - Image/attitude = 30%
 - Personal promotion/networking = 60%
 - Latter is not successful without correct image/impact



Personal Image

- Why important?
- Provides an outward appearance that accurately and consistently reflects the qualities you want the world to understand – about you
- Clothes cover 90% of the body so makes sense to get it right
- Genetics can't be changed but clothing can
- Don't allow clothing to let you down – take control



Personal Attire

- Must be appropriate
 - Your audience and their expectations
 - The situation and the environment
 - Your objectives
 - Your industry



Personal Attire

- Should suit your body shape
 - Angular bodies
 - stiffer fabrics
 - geometric patterns
 - Contoured bodies
 - fluidity and drape
 - rounder patterns e.g. paisley or abstract



Personal Attire

- Should suit your colouring
- General guidelines:
 - Dark complexions suit dark colours
 - Light complexions suit lighter colours
 - Bright eyes or high contrast can wear bright shades
 - Muted complexions or low contrast look better in softer tones.



Personal Attire

- Should represent your personality
 - What are the 3 qualities you want to relay about yourself?
 - How do you put these messages across in your personal attire?



Personal Attire

- Should project the correct image
- Personal Brand
 - Aids choice between similar “brands” e.g. Heinz v HP Beans
 - Builds loyalty once consistent
 - Once established can aim higher e.g. Virgin
 - If unsure, ask someone you trust
 - If you make a poor impression it may take a further 21 interactions to undo the damage!



Personal Attire

- Should be comfortable
- Spiral of Success:
 - When you know you look good, you feel good which provides confidence that radiates to others so they want to do business with you, building better relationships and increasing the bottom line meaning so you feel even better.....and so on
- Getting your image right is one less thing to worry about so you can get on with the job at hand.



Colour Psychology

- Red – physical power, assertiveness
- Blue – intellect, communication
- Yellow – emotional, extraversion
- Green – compassion, understanding
- Purple – authenticity, truth, spirituality
- Orange – passion, fun
- Pink – love, femininity
- Brown – earthy, reliable
- Black – efficiency, authority
- Grey – neutral, dampening effect
- White – sterility, purity



Colour Psychology

- Highest colour contrast for power and authority e.g. charcoal suit, white shirt, red tie
- Soften colours to be more approachable e.g. grey suit, pale blue shirt and patterned blue tie



Image Makers

- Dressing appropriately
- Wearing quality
- Looking current
- Impeccable grooming
- Personal style



Personal Impact

- Not just image
 - How you look
 - How you sound
 - How you act
 - How you interact
 - How you are perceived