

“60 percent of business people will not be promoted because they project the wrong image.” – John T. Malloy, *Dress For Success*

Perfecting Your Professional Image

Major concepts:

- *Manage how you are perceived by others.*
- *Apply branding concepts to yourself.*
- *Monitor your actions and look for feedback.*
- *Image is a tool of influence.*

The top 10 things to remember

1. Image is reality!
2. No one will tell you if there is a problem with your image.
3. It's a “Brand You” world.
4. Your image starts with how you see yourself.
5. People judge you – but you can influence that judgment.
6. Change: “It is never too late to be what you might have been.” Gandhi
7. Avoid the fashion mistakes.
8. Monitor issues of self-esteem for yourself and teammates.
9. Keep commitments and strive for consistency.
10. Smile and tuck in your shirt.

Andrew L. Urich, J.D.
Spears School of Business | Oklahoma State University
209 Business, Stillwater, OK 74078
Phone: 405.744.8619
E-mail: aurich@okstate.edu
Andrew Urich's Web: www.andrewurich.com

©2009 Andrew L. Urich. All rights reserved.



Spears School
OF BUSINESS
Center for Executive and
Professional Development

A professional image is subtle and does not draw attention.

“If a woman is poorly dressed, you notice her clothes. If she is impeccably dressed, you notice the woman.” — Coco Chanel

Perfecting Your Professional Image

Remember: Image influences how you are perceived. | “They” decide what they think of you. | Every image is acceptable in its place.

1. Image is Everything <i>Image is appearance, behavior and attitude.</i>	2. Personal Branding is the Key <i>Positive differentiation is a sea of sameness.</i>	3. How You See Yourself <i>How you see yourself drives how others see you.</i>	4. Tips on Presenting Yourself <i>Dress for the job you aspire to have.</i>
<ul style="list-style-type: none"> • People believe what they want to believe. • Try not to judge others unfairly. • Try not to let others judge you unfairly. • An exception to image rules does not disprove the rules. • No one will ever tell you if you have an image problem. • We distort reality because we don't want it to be true. • Image limits careers. • Monitor your behavior. • Maintain a positive attitude. • You see what you look for. • Networking is part of your image. 	<ul style="list-style-type: none"> • Branding step 1: Focus on your customers. • Branding step 2: Make the promise of creating value and solving problems. • Branding step 3: Obsess on delivering your promises. • Branding step 4: Make an emotional connection with your customers. • Practice the “Brand You” concepts. • Are you keeping your promises and commitments? • Where is your WOW? • You are paid for service, not for sweat. • You are the message. 	<ul style="list-style-type: none"> • Build on your successes. • Do you project what you see in the mirror? • Do you present a likable image? • Neutralize negative messages. • Make yourself marketable and indispensable. • Give yourself a break. • “Smile” — Dale Carnegie • Take calculated risks. • Are you being enthusiastic and optimistic? • Are you exuding high confidence and empathy? • Monitor your behavior for continuous improvement. 	<ul style="list-style-type: none"> • “90 percent of managers do not practice ‘self-management.’” Tom Peters • Dress for the job you aspire to have. • You don't get to decide how you are perceived. • Professional attire does not draw attention. • Exude confidence and optimism. • Moderate your personality with your attire. • Err on the side of overdressing. • Avoid the “casual trap.” • Keep a sport coat handy. • Dressing appropriately shows that you “get it.” • Look the part and get the part!

Andrew L. Urich, J.D.
Spears School of Business | Oklahoma State University
209 Business, Stillwater, OK 74078
Phone: 405.744.8619
E-mail: aurich@okstate.edu
Andrew Urich's Web: www.andrewurich.com

©2009 Andrew L. Urich. All rights reserved.



Spears School
OF BUSINESS
Center for Executive and
Professional Development