

“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.

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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.

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

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