



## Dress for Success ...

### Building a Professional Image from Top to Toe



#### Program Overview

Like it or not and unfair as it may be, we judge others--and in turn are judged--by appearance. The good news is that this is one area of our lives where we can take the wheel and make significant changes that will positively impact our careers. This fast-paced, lively course offers participants sound advice and simple steps they can take to immediately transform their professional image without a fairy godmother or magic potion. This program will revitalize and motivate the participants to take charge of their life and bring about a positive turn around.

## **Program Objectives**

At the program's conclusion, participants should be able to:

- Explain how having a professional appearance can boost the chance for workplace success and how not having it can lead to disaster.
- Understand the difference between appropriate and inappropriate business attire.
- Know the components of traditional business dress for men and women.
- Define "business casual" dress as the term applies to their workplace.
- Know their individual body shapes for the purpose of selecting clothes and accessories that are complementary as well as professional.
- Distinguish crucial grooming considerations that are part of a professional presence.
- Recognize the role of accessories in maintaining a professional appearance.
- Appreciate behaviors beyond clothing choices that contribute to a positive business image including body language, vocal tones, and personal habits.
- To realize their role as a ROLE MODEL for others.
- Develop a personal action plan to improve their professional image.

## **Course Outline**

- ✓ **Professionalism and its Importance**  
**Choosing what is Appropriate**
- ✓ **Traditional Business Dress**
- ✓ **Business Casual**
- ✓ **Personal Grooming**  
**Accessorizing Like a Pro**

At the completion of the training, participants will know why having a professional presence is important to their success. They will be able to identify appropriate and inappropriate attire for their positions and for their workplaces. They will understand the meaning of "traditional business attire" and the limitations of the term "business casual." They will also be aware of grooming details, speech and movement behaviors, and personal habits that they can use to immediately improve their image.