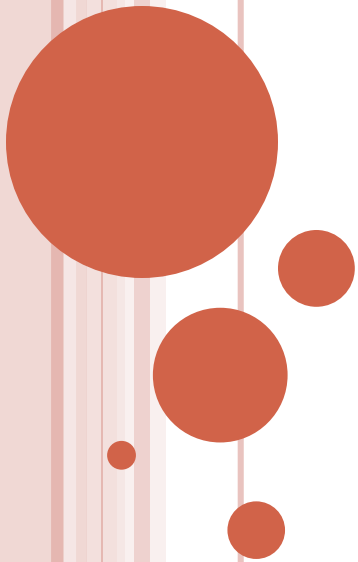


HOW YOU ACT & DRESS MATTERS

Professional Etiquette & Image



OBJECTIVES

- Identify the importance of professional presence
- Demonstrate a professional introduction and handshake
- Dress Appropriately for the workplace
- Explain the impact that appearance can have on your career
- Utilize the most commonly accepted email best practices
- Write professional emails
- Make & receive calls using appropriate phone etiquette
- Practice and exhibit basic common courtesies



PROFESSIONAL DRESS & IMAGE: SO WHAT?

- Employers seek individuals who positively represent the company image
- Employees appearance reflects the company image
- 86% of employers ranked professionalism in the top 5 key traits looked for in hiring



THINKING BREAK – PAGE 2

COMPLETE – 10 Minutes

Answer honestly!!!



PROFESSIONAL BEHAVIOR

- 60% of hiring managers make a hiring decision within the first 10 minutes
- 20% make a decision in 5 minutes
- First Impressions MATTER!!
- **Professional Presence**- combination of traits such as poise, competence, style, credibility coupled with a state of mind that projects self-confidence



FORMAL INTRODUCTIONS – PAGES 4 & 5

- Meeting someone you don't know and initiating the introduction
- Meeting someone who has been introduced to you
- Meeting a person of influence (interviewer, company owner, CEO, or direct supervisor)



ART OF THE HANDSHAKE



https://www.youtube.com/watch?v=v1N_-N4wo3s



HANDSHAKES – PAGE 5

- Make Eye Contact
- Smile
- Use your right hand
- Firm but not crushing
- Up-and-down motion
- Three to five seconds
- Entire hand not just fingers
- Be observant of other person's condition
- Do not place your left hand on the other persons
- Subtly wipe sweaty/wet hands



APPLY THE SKILLS – PAGE 6

COMPLETE – 10 Minutes

Practice Greeting Others



PROFESSIONAL IMAGE

- First impression is physical appearance
- Being outside of society's acceptable norm can limit options
 - Based on Occupation
 - Customer Base
 - Company Standards



DRESSING FOR AN INTERVIEW VS. WORK

- Rule of thumb
 - Dress for the position you want next, not the current position you hold or which you are applying
- Always wear a suit or blazer to look professional
- Think of your appearance as the volume on the radio
 - Too quiet – not heard
 - Too loud – heard but for the wrong reasons



THINKING BREAK – PAGE 8

COMPLETE – 10 Minutes

Your “volume” appearance



IDENTIFY THE CLOTHING YOU NEED FOR WORK

○ Dress code

- Policy that addresses the standard of acceptable attire in a specific workplace
- Typically addresses required attire, uniforms, shoes, undergarments, body art, hair styles, etc.
- Usually employee safety is involved
- “Casual Dress Days” – DO NOT get too casual, still be professional in the workplace – see page 12



BASIC HYGIENE HABITS – PAGE 10

- Shower, brush your teeth, use deodorant daily
- Use perfume/cologne sparingly (if at all)
- Keep hair washed and well kept
- Hands & nails should be clean and trimmed
- If you smoke, use mints after cigarettes – if you use chewing tobacco, check your teeth!



INTERVIEW DRESS TIPS – PAGE 10 & 11

- Shoes should be appropriate heel height (under 2”), close toed – NO FLIP FLOPS
- Jewelry should be conservative & kept to a minimum
- Multiple piercings or face piercings could be considered unprofessional
- Tattoos should not be visible
- Appropriate undergarments should be worn & not visible



INTERVIEW DRESS TIPS – PAGE 10 & 11

- Clothing should fit properly, not too loose, tight, or revealing
- Socks should match your pant or shoe color
- Makeup should be natural in appearance
- Face should be neatly shaven, including nose & ear hair
- Hats should not be worn



SPECIAL EVENTS – PAGE 12

- Black-tie: Women – Long Gowns
Men – Tuxedos
- Semi-formal: Women – Business or Evening dress
Men – Dark Suit & Tie
- Casual: Women – Dress Pants / Casual Dress
Men – Khakis & Golf Shirt

**AVIOD DRINKING TOO MUCH AT WORK
EVENTS!!!!**



BUSINESS COMMON COURTESIES

- Always say “please” & “thank you”
- Never intentionally embarrass someone
- Do not only talk about yourself
- Do not gossip
- Do not stare or point at someone
- Do not talk too loudly
- Do not ask intrusive personal questions
- Sit with good posture
- Keep your area clean & tidy
- Use proper etiquette in break / common areas



WRITING A THANK YOU NOTE

- Express gratitude
- Keep it short & simple
- Use formality
- Be specific
- Remind interviewer of key qualification
- Express interest in the position
- Use a complimentary close

**We will be
writing
one for
your mock
interview!**



EMAIL ETIQUETTE – PAGE 16

COMPLETE – 15 Minutes

SELF- ASSESSMENT – PAGE 17 & 18

COMPLETE – 10 Minutes

Test Your Email Know-how



EMAIL ETIQUETTE – PAGE 18 & 19

- Use spelling & grammar check
- Avoid abbreviations
- Use sentence case (not all caps)
- Don't use email for everything
- Don't send chain letters
- Select “high priority” only in emergencies
- Remember email isn't private
- Avoid emoticons
- Use the subject field to indicate content
- Keep messages brief & to the point



EMAIL ETIQUETTE – PAGE 20 & 21

- Reply – no matter what
- Never put anything in an email you wouldn't want made public
- Do not assume you know the tone of an email
- Don't change the wording of the original email
- Do not forward another person's message without permission
- Use Bcc and Cc options appropriately
- Be sparing with group email
- Use a signature that contains contact information
- Know specific requirements & culture of your company



SELF- ASSESSMENT – PAGE 22

COMPLETE – 10 Minutes

Review Your Email



APPLY THE SKILLS – PAGES 22-24

COMPLETE – 45 Minutes

You're the Boss

- Follow the Directions for the 4 Scenarios
- Send **SEPARATE / ACTUAL** emails to:
 - **mark.martin@rosedaletech.org**



PHONE ETIQUETTE – PAGE 25

- Professionalism can help you do the following:
 - Deal more effectively with difficult callers
 - Improve overall communication
 - Improve marketability as a job seeker
 - Make favorable impressions on others
 - Project self-confidence



SELF- ASSESSMENT – PAGE 25 - 27

COMPLETE – 15 Minutes

Phone Skills

Complete the Analysis at the end



FIVE ESSENTIALS OF PROFESSIONAL PHONE SKILLS

1. Answering
2. Listening
3. Using proper voice tone
4. Remaining calm
5. Returning a call and leaving messages



1. ANSWER THE PHONE PROPERLY

- Stop what you are doing! SLOW DOWN
- Answer the phone right away
- Check your tone
- **Put on a smile!**
- Use an appropriate greeting
- Personalize the call – use names



2. LISTEN WITH INTENT - ACTIVE

- Use verbal cues
- Ask open-ended questions
- Repeat important details
- Avoid distractions
- Take Notes – keep a notepad handy



3. USE APPROPRIATE PITCH & VOICE TONE

- Pitch – sound of your voice
 - High – immature
 - Gruff – grumpy
 - Soft – not capable
 - Loud – obnoxious
 - Monotone - uninterested
- Tone – feeling or mood expressed by your voice
 - Can misrepresent your personality



4. REMAIN CALM

- Don't take it personally
- Use your ears more than your mouth
 - 2 ears – 1 mouth
- Express understanding and empathy
- Be positive in your approach
- Keep it from getting personal



5. LEAVE EFFECTIVE MESSAGES

- Think first
- Introduce yourself / State the reason for your call
- Speak slowly
- Speak clearly
- Keep it short but not cryptic
- End it professionally





APPLY THE SKILLS – PAGE 35 - 37

COMPLETE – 30 Minutes

Practice Professional Phone Skills

Complete the Analysis at the end

NEXT STEPS – PAGE 38 – 39

ANSWER THE 4 QUESTIONS

