

Your Professional Image: A Blueprint For Success

Prerequisites: None
Schedule: Half- Day Session
Audience: New employees; anyone interested in improving his/her professional image

Course Objective

- ✓ Understand the importance your professional image plays in achieving success at work.
 - ✓ Develop an image appropriate to his/her work environment.
 - ✓ Evaluate one's image and strengthen areas of weakness.
 - ✓ Learn how to present yourself professionally to the world.
 - ✓ Learn how to communicate effectively.
 - ✓ Learn the appropriate job behavior to make a distinct impression on your managers, customers and peers.
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Topics for Discussion

Professional Appearance

- ✓ Making That First Impression
- ✓ Tips for a More Successful Wardrobe
- ✓ Appropriate vs. Inappropriate Attire
- ✓ Fitting Checklist
- ✓ Tips for Dressing Well on a Budget
- ✓ Personal hygiene
- ✓ Wardrobe Action Plan

Effective Communication

- ✓ Verbal Communication
- ✓ Non-Verbal Communication
- ✓ Body Language
- ✓ Listening
- ✓ Giving and Receiving Feedback

Job Behaviors

- ✓ Ethics
- ✓ Sexual Harassment
- ✓ How you treat your co-workers, managers, and customers

Handling Difficult Situations

- ✓ Dealing with emotional situations
- ✓ Gossip
- ✓ Being fair
- ✓ Keeping Your Sense of Humor

Meeting Behavior

- ✓ Guidelines for Those Attending Meetings
- ✓ Appropriate vs. Inappropriate Behavior in Meetings

This course is designed as a tool for communicating the importance of appearance, communication and appropriate job behavior. The way you present yourself at work has a critical impact in everything you do: in your relationships with your customers, managers and peers. ***Your image can help you achieve success or hold you back despite your competence and hard work.***

The following elements will be critically examined to enhance and improve how an individual can make a positive impact in the workplace:

1. Good Physical Image: Customers and management may perceive that inattention to clothes and grooming means inattention to your work.
2. Effective Communication: Do you communicate clearly? Do you look people in the eye? Does your body language indicate you are disinterested or bored?
3. Appropriate Job Behavior: Do you have a positive attitude? Are you dependable, honest; punctual?

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