

## Project the Right Image at Work

Image is the character of a person or institution as perceived by the public. Your image at work is the impression you give to your customers, associates, colleagues, boss and the management.

### First Impressions

According to Albert Mehrabian's research on non-verbal communication, the first impression of an individual is made within the first 10-30 seconds and of this judgment made,

93% is from the way you look and present yourself and  
7% is from what you say.

### What Does Your Image at Work Say About You?

How many times do you get to meet your company CEO in person? He/She is likely to be in the office only once or twice a month and when the opportunity arises when he/she does meet you in person, his/her first impression of you is largely based on your appearance. The reality is you are judged on how you look and you only have 30 seconds at most, to make a good first impression. This is not fair, as you may think that appearance should never upstage substance, but this is the way of the game.

### Check Your Image Profile

Working individuals are categorized into four general types of image profiles: the Professional, the Frivolous, the Apathetic and the Laggard. The main traits of each image profile are discussed below. Knowing which image profile you are will help to identify the kind of messages you are conveying about yourself when others look at you.

#### The Professional

The Professional is trendy with a style that is understated, classic and softly sophisticated. He/She is always neatly dressed and never too casual. Their image speaks success and confidence. Due to their professional yet trendy outlook, they are perceived as capable experts in their fields but yet creative and adaptive to changes.

#### The Frivolous

The Frivolous is extremely trendy but compared to the Professional, his/her choice of clothes for work tend to be less appropriate, and can appear to be too casual, wild, sexy or dramatic. Though the Frivolous may look stylishly good, he/she can be perceived as less credible and serious in their work as compared to the Professional.

#### The Apathetic

The Apathetic tend to have an overly relaxed and casual style in their dressing. They do not bother to dress up more formally for work and are typically seen in T-shirts, jeans and sports shoes even though there may be a more formal company dress code. Due to the lack of concern in their image, they are perceived as sloppy, less authoritative and indifferent to the quality of work they deliver.

#### The Laggard

The Laggard is likely to be seen in clothes that were in-style 5-10 years ago. Not particularly interested in fashion, they are reluctant to try new looks and are often seen in old-fashioned and conservative styles. Due to their outdated image, they are perceived as backward in their thinking, less creative and intolerant to changes.

### Let Your Image Create a Positive Impact on Your Career

A professional appearance sets you apart from co-workers who are less concerned about projecting a successful, professional image and hence gives you an edge. Whether you are going for a job interview, important meeting or returning to the job market, the visual impact you make needs to correspond to the skills and qualifications you have worked so hard to accumulate.

You will get to learn more on how to project a professional image in my image seminars or personal consultations. For more information about our seminars or services, drop me an email at [alexis@dnic.com.sg](mailto:alexis@dnic.com.sg) our website at [www.dnic.com.sg](http://www.dnic.com.sg)