

Dress for Success

Program Introduction

Dressing for success is one vital tool when representing yourself in the very best way possible. Making a good first impression is an essential part of effective communication that contributes to, or detracts from, your winner's mentality. The clothes you wear, how you wear them, the accessories you use, and your overall grooming and presentation affect the conscious and sub-conscious judgments people make when they meet you.

If you know what to wear and how to present yourself at your best in any situation, you will feel confident, relaxed and those around you will view you in a positive way. You can use your appearance to make you appear more confident, professional, elegant or stylish depending on what the circumstances are.

When it comes to the corporate environment, if you or your personnel still haven't hit the mark when it comes to dress code professionalism, let us lead the way towards better visual representation that's sure to attract the *right* kind of attention.

Content

Dress codes – what to wear in each of the following cases, from head to toe:

Formal, semi-formal, informal

Business / Corporate

Smart Casual, business casual, casual

Accessories (ties, scarves, bags, etc) and coordinating them with your outfit

Personal hygiene and grooming

Clothing inspection of participants and feedback

(participants bring samples of clothing they would choose to wear in certain situations)

Program Results

By the end of the module, trainees should be able to:

Know how to dress correctly in all situations

Demonstrate knowledge of appropriate clothing for certain situations

Coordinate outfits with appropriate accessories

Improve their personal grooming and hygiene

Look as good as possible, and professional, in any situation

Who will benefit from this program?

The world over, it is estimated that individuals only have 7 seconds before the other person has made a judgment on them, with appearance greatly affecting the opinion formed within this extremely short time. Anyone who is involved in international business, or regularly attends formal or diplomatic events will benefit greatly from wardrobe guidance and dress code understanding. For anyone who has ever received an invitation to an event and has felt some anxiety about what to wear, this course will clarify any issues about what is ok, and what is considered a dress code faux pas.

Program length

This intensive 1/2-day course allows participants to gain vital dress code knowledge as well as the opportunity to discover and discuss various dress codes that are appropriate for their particular industry, position or an event.

Testimonial

“For our VIP events your training program *Dress for Success* has helped us a lot in order to always make the best impression and being self-confident and composed when entertaining local and international VIP's and celebrities.”

Hangzhou, 2008



Moments of truth*

Professional representation of the company

Interviews

Business meals

International meetings/conferences

Networking events

Formal events

First contacts

Doing business abroad

* Situations and events in business in which specific knowledge and skills will make the difference between success or failure.