Enhancing How Others See You

Your appearance and behaviors tell a lot about you. Do you understand what these elements communicate to others? In this exercise we want you to detail certain elements of your appearance and behaviors, and then discuss the intention behind each element.

The Image You Want to Convey

**DIRECTIONS:**

Answer the following questions

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| 1. How would you like to be perceived by the people you work with: |
| 2. How would you like to be perceived by external stakeholders: |

Example of Strong Executive Presence

**DIRECTIONS:**

1. Identify someone that you are familiar with who you believe has a strong executive presence. This may be someone within or outside of your company.

2. Describe the following attributes of that person. These attributes influence how the individual is perceived.

* Attire (i.e. suits, shoes, accessories)
* Personal grooming (i.e. hair, facial/body)
* Mannerisms (i.e. body language, style of speech, habits)
* Personal assets (i.e. home, neighborhood, cars)
* Personal branding (i.e. education, professional status, affiliations, recreation, spouse, friends/family)

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| --- | --- |
| Attire |  |
| Personal grooming |  |
| Mannerisms |  |
| Personal assets |  |
| Personal branding |  |

Your ATTIRE and the Image You Want to Project

**DIRECTIONS:**

1. Describe your professional attire on an average day. In your description, be sure to consider specifics such as brand, where purchased, style, fabric, and tailoring for the following elements.

* Suit
* Shirt / blouse
* Slacks / skirt
* Shoes

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| Question #1 response: |

2. What image does your attire project?

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| Question #2 response: |

3. Is this consistent with the desired image of yourself that you described above?

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| Question #3 response: |

4. If not, what changes can you make to your attire to create better alignment with your desired image?

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| Question #4 response: |

Your PERSONAL GROOMING and the Image You Want to Project

**DIRECTIONS:**

1. How would you describe your personal grooming? In your description, be sure to consider:

* Hairstyle
* Facial hair
* Make-up/nails

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| Question #1 response: |

2. What image does your personal grooming project?

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| Question #2 response: |

3. Is this consistent with the desired image of yourself that you described above?

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| Question #3 response: |

4. If not, what changes can you make to your personal grooming to create better alignment with your desired image?

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| Question #4 response: |

Your MANNERISMS and the Image You Want to Project

**DIRECTIONS:**

1. What positive mannerism do you have? What do these mannerisms say about you? In your description be sure to consider:

* Posture
* Style of speech
* Physical habits
* Facial expressions

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| Question #1 response: |

2. What negative mannerisms do you have? What do these mannerisms say about you?

* Posture
* Style of speech
* Physical habits
* Facial expressions

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| Question #2 response: |

3. Is this consistent with the desired image of yourself that you described above?

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| Question #3 response: |

4. If not, what changes can you make to your mannerisms to create better alignment with your desired image?

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| Question #4 response: |

Your PERSONAL BRANDING and the Image You Want to Project

**DIRECTIONS:**

1. Detail the elements of your personal branding. In your description, be sure to consider:

* Current title / employer
* Past employment
* Board participation
* School/degree
* Recreational activities
* Friends / family
* Significant other
* Social affiliations

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| Question #1 response: |

2. What image does your personal branding project?

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| Question #2 response: |

3. Is this consistent with the desired image of yourself that you described above?

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| Question #3 response: |

4. If not, what changes can you make to your personal branding to create better alignment with your desired image?

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| Question #4 response: |