



The Art & Science of Building Your Image

EXPLORE THE  
**POWER** OF YOUR  
**IMAGE**

Presented By Shaifali Singh





- How do you perceive yourself?
  - How do others perceive you?
  - How do you want to come across to others?
  - Why is it important?
  - How will you achieve it
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**WHAT IS THE  
FIRST THING  
YOU NOTICED?**



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## WHAT IS THE FIRST THING YOU NOTICED?

Which Image looks  
more appealing ?



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**WHAT IS THE  
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---

# WHAT IS THE FIRST THING YOU NOTICED?

Which Image looks more appealing ?



---

**WHAT IS THE  
FIRST THING  
YOU NOTICED?**

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# WHAT IS THE FIRST THING YOU NOTICED?

ARE YOU SURPRISED?

DID YOU THINK IT WAS A POSSIBILITY?







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**WHAT IS THE  
FIRST THING  
YOU NOTICED?**

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# WHAT IS THE FIRST THING YOU NOTICED?

NOW WHAT IS YOUR FIRST IMPRESSION?

DID YOU THINK IT WAS A POSSIBILITY?



- WHAT IS IMAGE
- WHY IS IMAGE IMPORTANT
- HOW CAN BE BUILD OUR IMAGE



# The Three Components of “Self-Concept”

Embodies the answer to the question “Who am I?”

**Self-image**

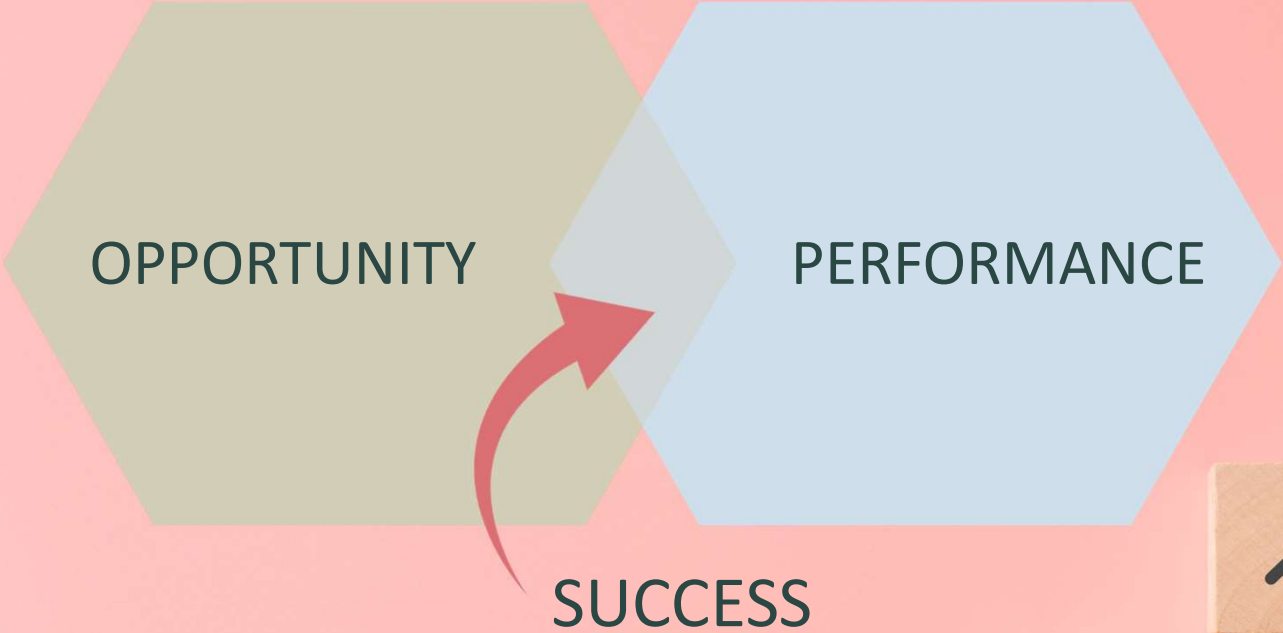


**Ideal self**



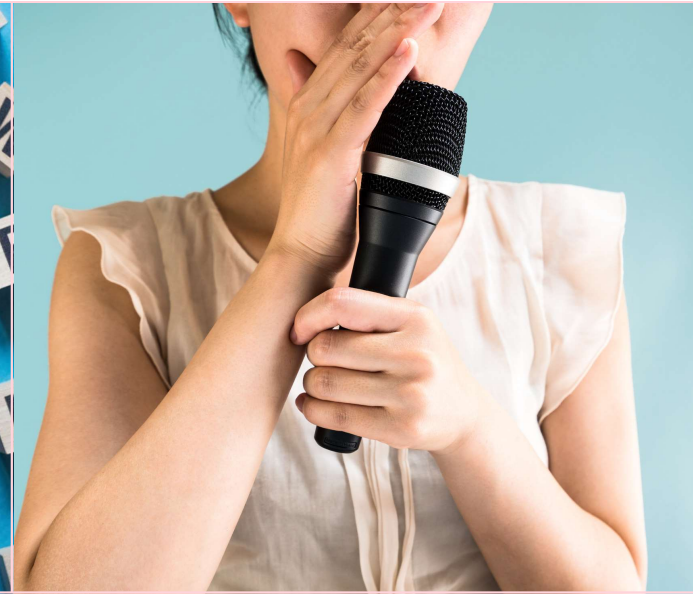
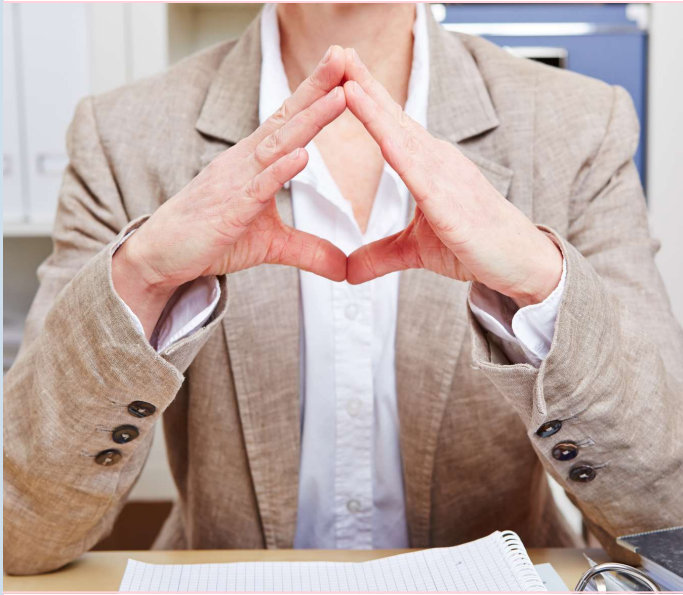
**Self-esteem**





OUR IMAGE MATTERS

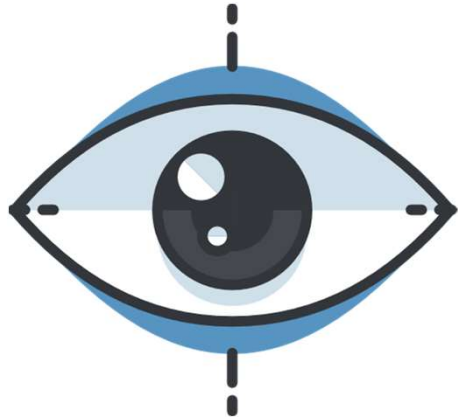
# How do we come across to others?



Over 90% of our communication is  
**NON-VERBAL**

# HOW DO WE COMMUNICATE?

## 3 V's of Communication



**VISUAL**

**55%**



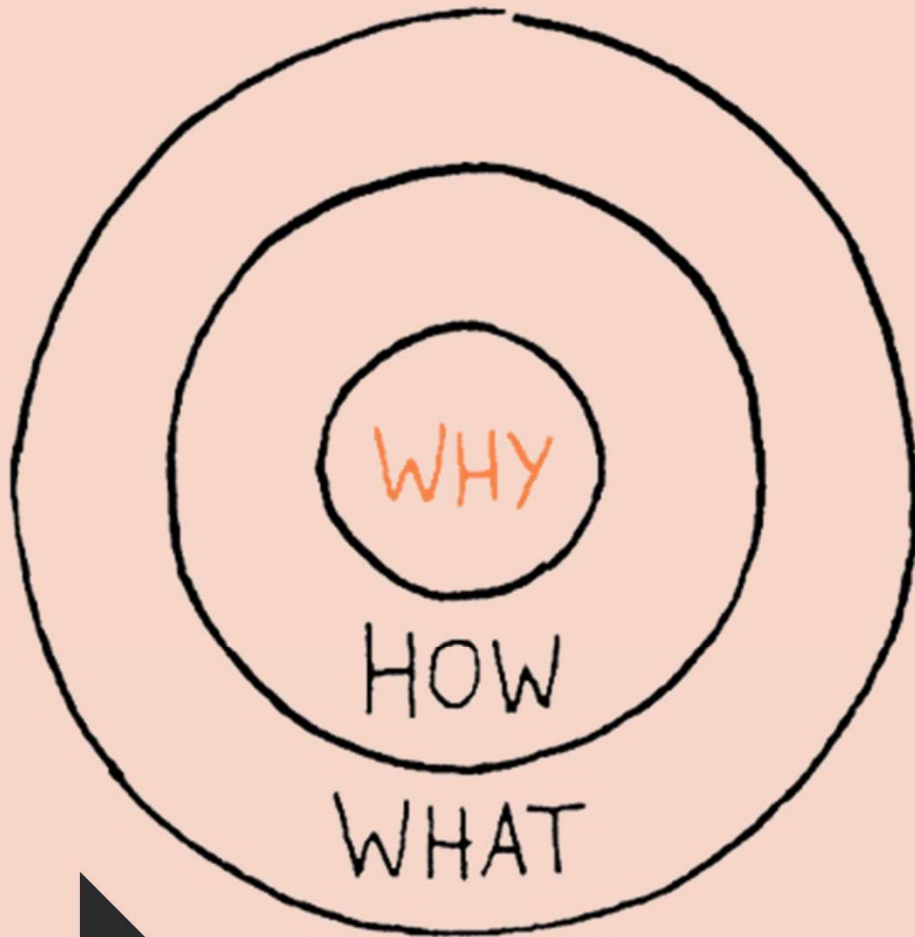
**VOCAL**

**38%**



**VERBAL**

**7%**




- Boosts confidence
- Enhances Interpersonal relationships
- Builds network & social interactions
- Increases visibility
- Enhances credibility
- Leads to growth & success



# Building Blocks of Image Building

## Self- Awareness

Self- Management



Appearance  
**Dressing for your  
roles, goals &  
occasions**



Behaviour  
**Way or manner in  
which one conducts  
oneself**



Communication  
**Verbal & Written  
Communication**

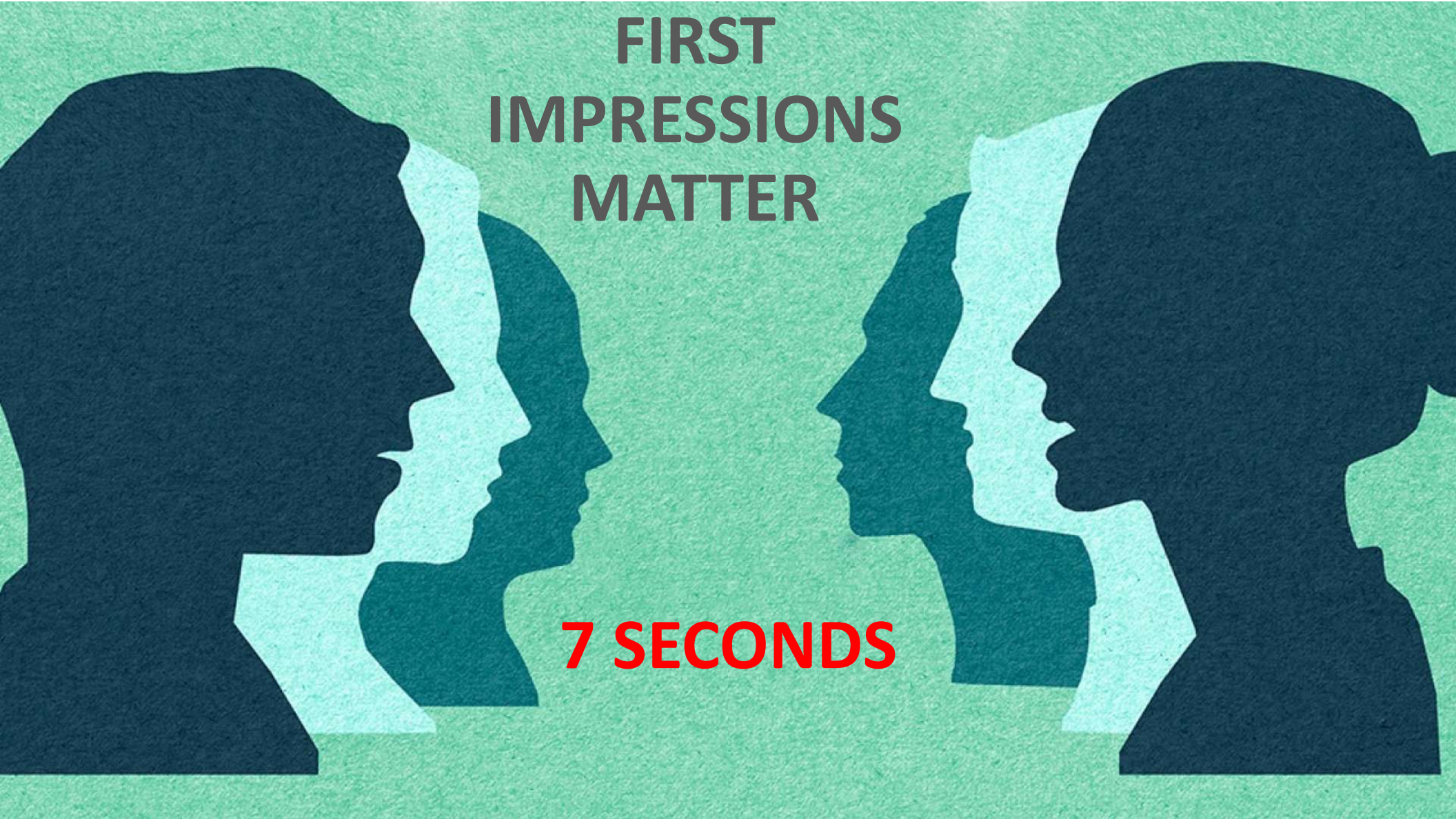


Deportment  
**Body Language &  
Etiquette**



**FIRST  
IMPRESSIONS  
MATTER**

**7 SECONDS**



# MAKING A GREAT IMPRESSION

SMILE!



DRESS  
WELL



FOCUS ON THE FIRST  
FIVE SECONDS





## Your clothing and grooming affect

- The way you THINK
- The way you FEEL
- The way you ACT/BEHAVE
- The way you REACT/RESPOND



# The Four A's for Positive Image Management



## Appropriate

To look like you belong

**Wearing clothes that are appropriate for the roles, goals & occasions**

## Authentic

To look like yourself

**Wearing clothes that make you comfortable & true to your values**

## Attractive

To look pleasant

**Wearing clothes that don't distract, those that are well maintained & flatter you**

## Affordable

To be cost-effective

**Wearing clothes that don't leave a hole in your pocket & are value for money**

## The Four A's of Personal/Professional Dress Standard By Judith Rasband (Give Yourself a Perfect 4.0)

Appropriate	Authentic	Attractive	Affordable
<i>“Looking like you belong, like you know what you’re doing, nothing about your appearance is distracting.”</i>	<i>“Looking like yourself, the way you want to be seen and feel.”</i>	<i>“Looking at you is a pleasant experience, nothing about your appearance is disturbing.”</i>	<i>“Looking like you’re not in pain, you’re in charge and actually having fun with fashion, whatever your budget.”</i>
<ul style="list-style-type: none"> <li>• For the industry , field of work, organization, or occasion</li> </ul>	<ul style="list-style-type: none"> <li>• True to yourself</li> </ul>	<ul style="list-style-type: none"> <li>• Clean and unrumpled, not sloppy</li> </ul>	<ul style="list-style-type: none"> <li>• Think of your clothing as a resource</li> </ul>
<ul style="list-style-type: none"> <li>• For the geographical location or region</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent with your values and attitudes</li> </ul>	<ul style="list-style-type: none"> <li>• In quality condition, good repair</li> </ul>	<ul style="list-style-type: none"> <li>• Cost in time, \$, and effort is reasonable, economical</li> </ul>
<ul style="list-style-type: none"> <li>• For the time of day and year</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent with your personality traits</li> </ul>	<ul style="list-style-type: none"> <li>• In balance or counterbalanced</li> </ul>	<ul style="list-style-type: none"> <li>• Readily available</li> </ul>
<ul style="list-style-type: none"> <li>• For the job level or position, role and goal</li> </ul>	<ul style="list-style-type: none"> <li>• Consistent with your intentions and goals</li> </ul>	<ul style="list-style-type: none"> <li>• In proportion and scale</li> </ul>	<ul style="list-style-type: none"> <li>• Investment is within the budget</li> </ul>
<ul style="list-style-type: none"> <li>• For the person, the people, or the group you will be with</li> </ul>	<ul style="list-style-type: none"> <li>• Comfortable for the body and the psyche</li> </ul>	<ul style="list-style-type: none"> <li>• Fit and flatter the figure/body, enough ease</li> </ul>	<ul style="list-style-type: none"> <li>• High-quality is long- lasting, permits longer wear-life</li> </ul>
<ul style="list-style-type: none"> <li>• For the desired impression, visual message, or statement</li> </ul>	<ul style="list-style-type: none"> <li>• Image from the inside out</li> </ul>	<ul style="list-style-type: none"> <li>• One dominant focal point, attention to the face</li> </ul>	<ul style="list-style-type: none"> <li>• Care required is relatively easy</li> </ul>
<ul style="list-style-type: none"> <li>• Orderly , organized, uncluttered</li> </ul>		<ul style="list-style-type: none"> <li>• Harmonious, coordinated, all elements appear to belong together</li> </ul>	<ul style="list-style-type: none"> <li>• Allows flexibility, versatility</li> </ul>

# DRESS FOR SUCESS

## Identify & Evaluate

- What are my appearance goals?
- Whose personality do I admire most ?

WHY?

- What elements do I want to incorporate?



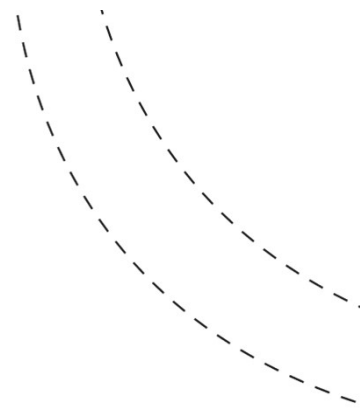
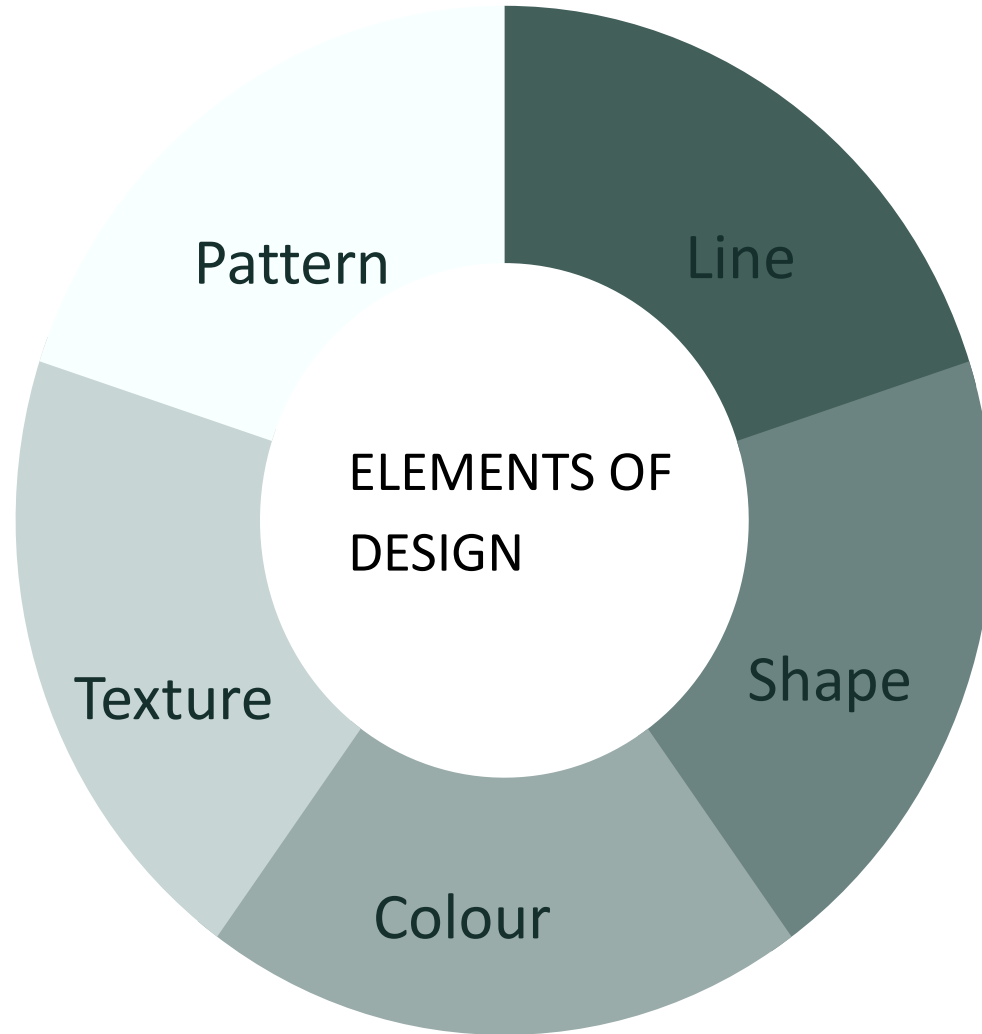


How will you dress for

1. Board Meeting
2. Friday Casuals
3. Dinner Date
4. Casual weekend Lunch
5. Client Presentation
6. Offsite conference



# CLOTHES COMMUNICATE

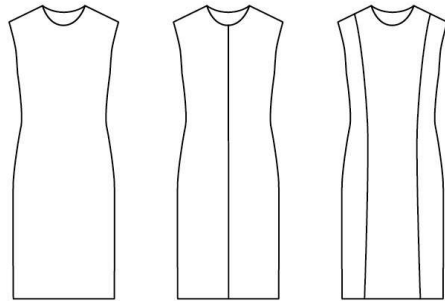


# CLOTHES COMMUNICATE

**Formal**

**Casual**

Straight lines,  
shapes



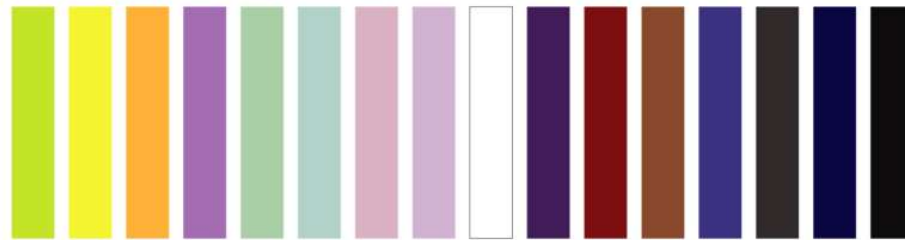
Curved lines &  
shapes

Dull, dark, pastel,



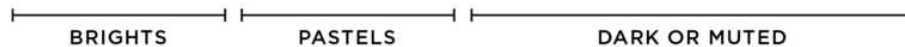
Bright, tints

Firm Fabrics



Flowy Fabrics

Small Prints,  
checks, lines



Large, floral

# A GUIDE TO SOCIAL DRESS CODES FOR MEN

*Presented by: Real Men Real Style*

White Tie



Black Tie



Creative Black Tie



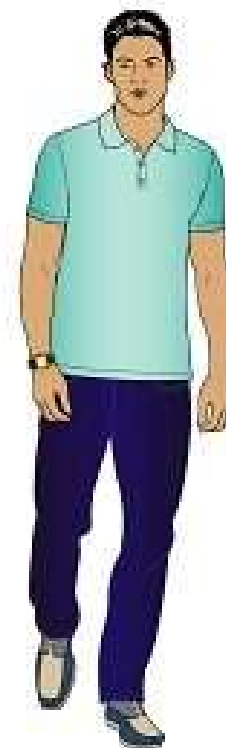
Semi-Formal/Business



Business Casual



Casual



Ultra Casual



**RMRS**  
© REALMENREALSTYLE.COM

## SHIRT FORMALITY SCALE

SOLID T-SHIRT

POLO

CHAMBRAY SHIRT

BUTTON-DOWN  
COLLAR SHIRT

BUTTON-UP  
SHIRT



MORE CASUAL

A LITTLE BIT OF BOTH

MORE BUSINESS

# DRESS CODES

WOMEN'S



Business - Formal



Business



Business Casual



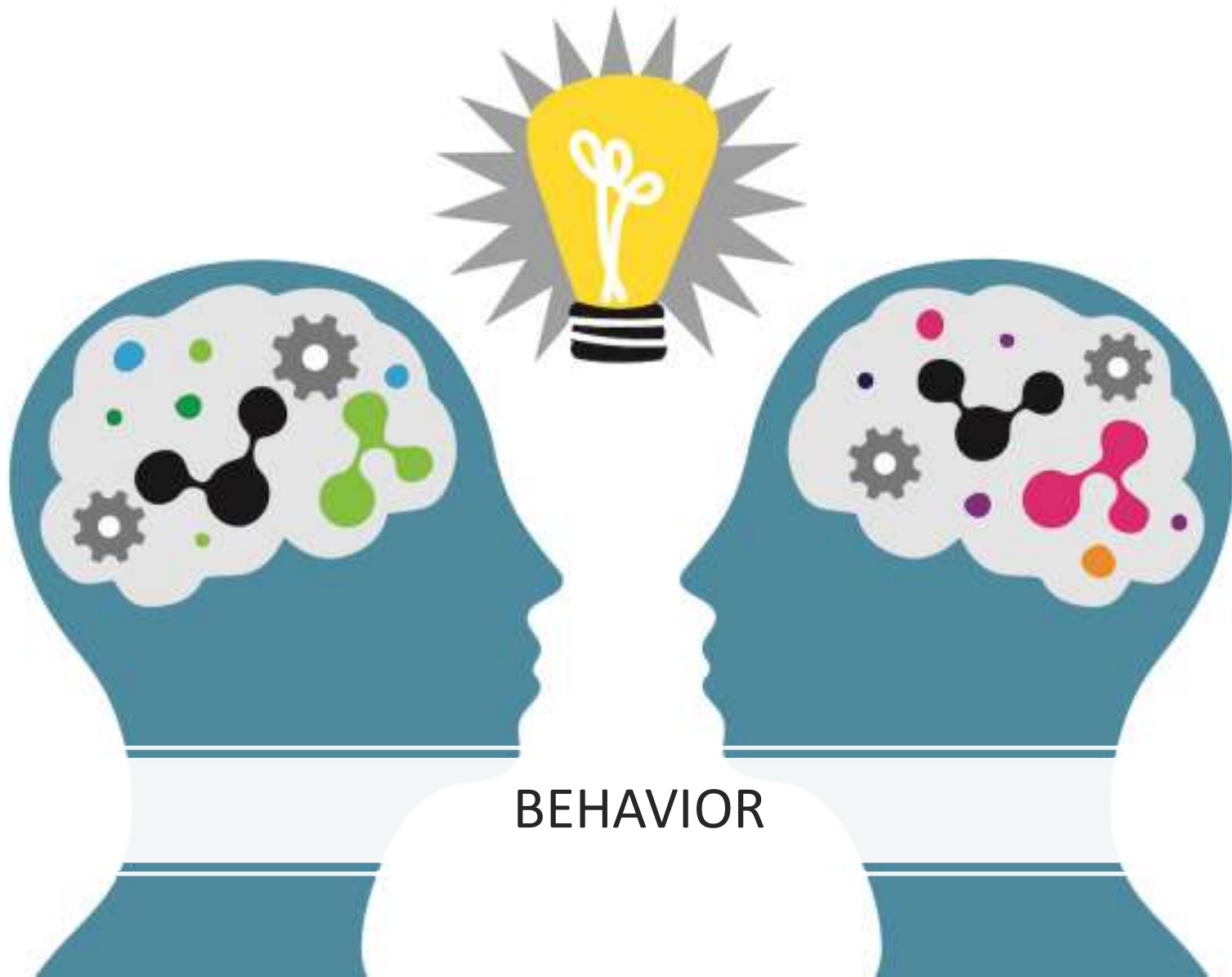
Smart Casual



Casual

# GROOMING HEAD TO TOE





BEHAVIOR



# Dale Carnegie

## 6 Rules for Influencing People

### CARNEGIE'S 6 RULES

1. BE GENUINELY  
INTERESTED



2. SMILE



3. USE THEIR NAME



4. LISTEN



5. TALK IN TERMS OF  
THEIR INTEREST



6. MAKE THEM  
FEEL IMPORTANT



# RAPPORT BUILDING

## MIRRORING AND MATCHING



## FINDING COMMON EXPERIENCES



## ACTIVE LISTENING





# SMALL TALK

Polite conversations about unimportant or uncontroversial matters, especially as engaged in on social occasions.



# HOW TO INITIATE A CONVERSATION?

## ASKING THE RIGHT QUESTIONS?

Ask for their opinion.

Everyone has one!

Ask for their advice or recommendations.

Make sure you have a genuine interest

Ask a question that's easy to answer.

About general topics that are common knowledge like the venue or food

Compliment

A genuine compliment is a great conversation starter



# HOW TO INITIATE A CONVERSATION?

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## ASKING THE RIGHT QUESTIONS?

Ask open-ended questions

Think of questions that would elicit detailed responses.

Ask hypothetical questions

Tie them to the event to avoid seeming random

Ask about kids, pets, or hobbies

People love to talk about the things that are important to them. (caution: do your research)

Talk about the local news or a recent event

Light topics

The key to making the most out of small talk, is to simply ask the other person meaningful follow-up questions.



# HOW TO INITIATE A CONVERSATION?

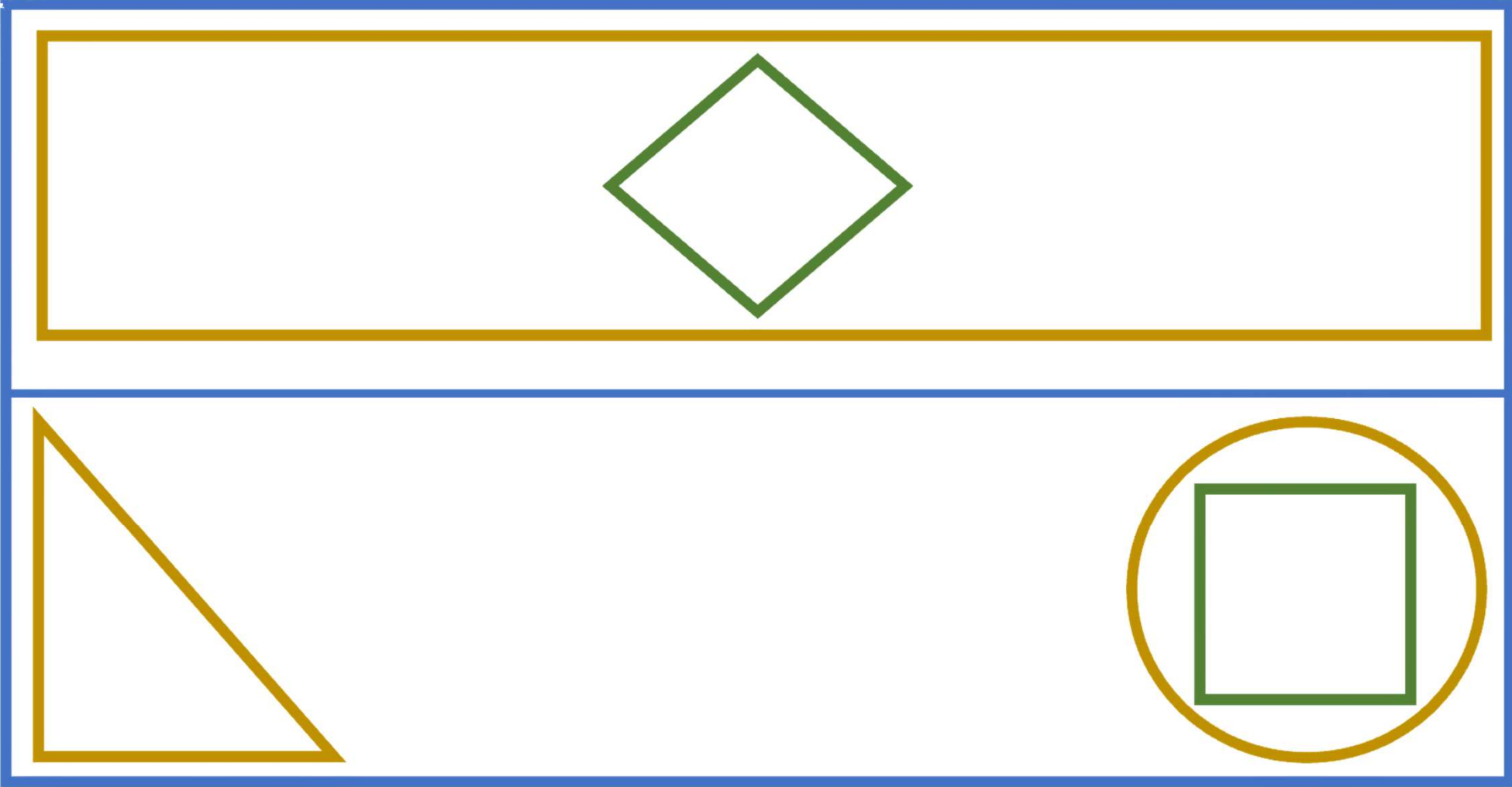
- Do you like \_\_\_\_\_?
- Have you seen/heard \_\_\_\_\_?
- What did you think of \_\_\_\_\_?
- I really enjoyed \_\_\_\_\_.
- I've heard good things about \_\_\_\_\_.
- Have you ever been to \_\_\_\_\_.
- I thought that \_\_\_\_\_ was \_\_\_\_\_.
- Who/what is your favorite \_\_\_\_\_?

**ASKING  
THE RIGHT  
QUESTIONS**





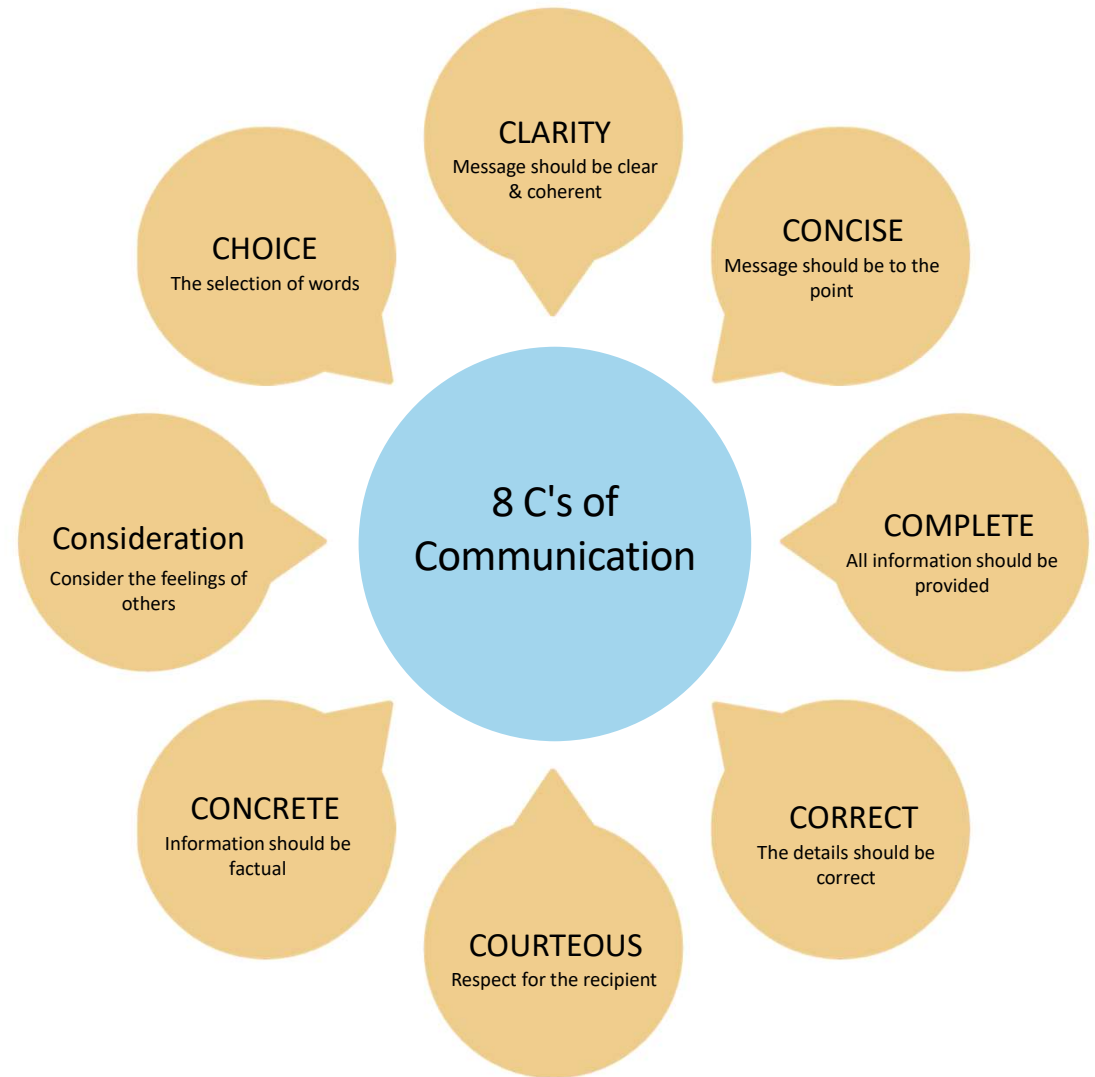
COMMUNICATION





# 8 C's of Effective Communication

- Clarity
- Concise
- Complete
- Correct
- Courteous
- Concrete
- Consideration
- Choice



# Building Blocks of Public Speaking



Body Language  
Gestures & Postures,  
Eye Contact

55%



Vocalics  
Accent, pitch,  
volume, speech rate,  
modulation, fluency

38%



Content  
Message,  
Construction,  
Structure, Narrative

7%

# Public Speaking



Idea

what do I want to share?

---

- Idea is information shared in a pattern
- One idea at a time
- Why is it important?



Curiosity

Why should you care?

---

- Transferring the idea
- Sync up the brain
- Thought provoking questions
- What does it mean for you?
- What is in it for you?



Narrative

Build it piece by piece

---

- Story telling
- Organised & concise
- Use the power of your words & language
- Link to concepts that exist
- Use Metaphors



Testing

Is this idea worth sharing?

---

- Who does it benefit?
- What change is it going to bring?
- Is it cohesive?



# Public Speaking

## The Do's

- Start with the WHY - Purpose
- The attitude of giving
- Know your audience
- Prepare | Prepare | Prepare
- Content is your superpower
- Body Language - Eye Contact
- Use your voice box
- Keep it simple
- Use humor
- Be confident
- Be yourself
- Use Audiovisual Aids Wisely

When you talk, you are only repeating what you know; but when you listen, you learn something new.

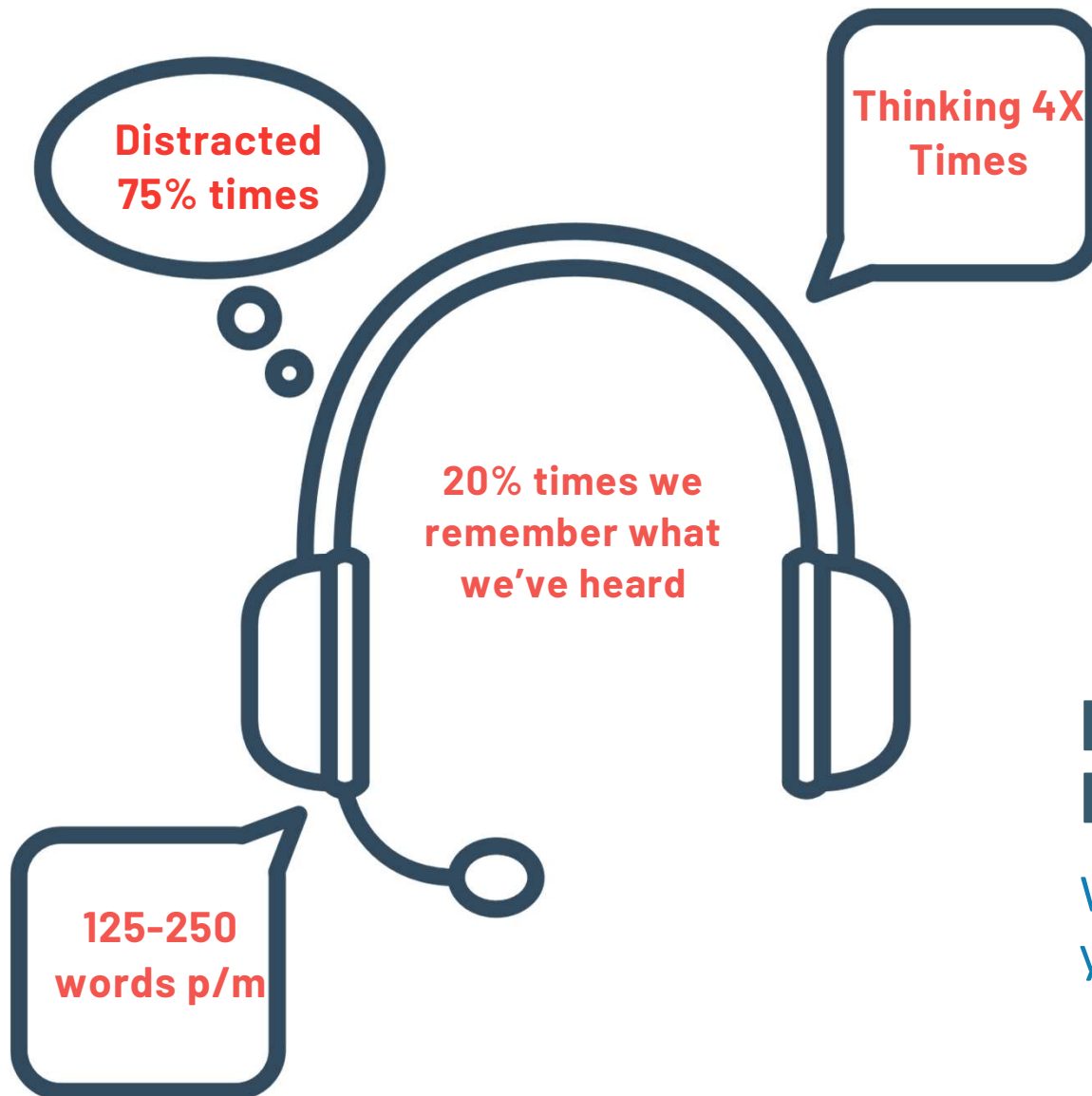
DALAI LAMA



**Most people do not  
listen with the  
intent to  
understand;**

**They listen with the  
intent to reply.**



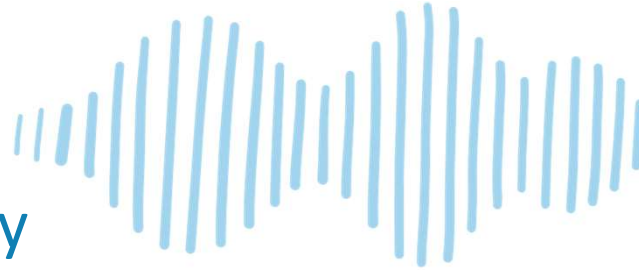


## **FACTS ABOUT LISTENING**

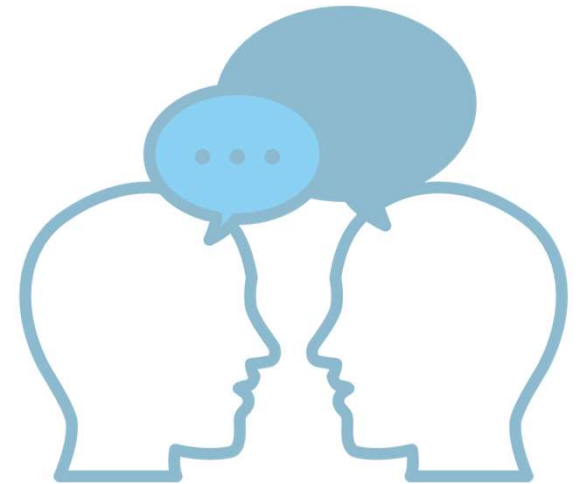
Why listening is important yet difficult

# ACTIVE LISTENING

## Listening with the whole body



- 01 Face the Speaker
- 02 Maintain eye contact
- 03 Minimise internal/external distractions
- 04 Focus only on what the speaker is saying - Pay attention
- 05 Respond appropriately - Don't interrupt
- 06 Keep an open mind
- 07 Resist the urge to give advice
- 08 Engage yourself
- 09 Be okay with silence - Pause before speaking
- 10 Say thank you first





# ACTIVE LISTENING

## Tools to ensure listening

1

### PARAPHRASING

Repeating in the customer's words

So you have said this & this, Is my understanding correct?

2

### ASKING QUESTIONS

Open ended questions

Why, how, what, describe, tell me about...

3

### REGULAR FEEDBACK

Verbal affirmations

"I see," "I understand,"

4

### SUMMARISING

Summarise the conversation

If I understand you correctly, your main concerns are..

DEPARTMENT

## 5 Types of Business Etiquette



Workplace  
Etiquette



Meal  
Etiquette



Communication  
Etiquette



Professionalism



Meeting Etiquette



Activity

# Etiquette



# Body Language





ASK A QUESTION



