Dressing the Part

OVERVIEW: No matter what your position at the bank, appropriate business attire helps with your confidence and credibility. Over the years, financial institutions have followed a fairly conservative dress code. Although “casual” dress days have entered the banking world, the majority of bank employees adhere to a more traditional business look.

Discussion Guidelines:

Determine whether the following statements about professional dress and appearance are TRUE or FALSE. If the statement is False, correct it on the line below the statement.

1) If you look and behave like a highly trained professional you will never gain the respect of your customers or coworkers.

2) Your line of work, the corporate culture and the type of customer you serve should all be considered when determining how you dress for work.

3) There is no correlation between how one dresses and how one thinks, feels and behaves.

4) You base your decisions about others on their image, which is a combination of their appearance and behavior - how they look and how they act.

5) Customers form their own perceptions of you in the first 15 seconds.

The Queen of England is reported to have told Prince Charles, “Dress gives one the outward sign from which people can judge the inward state of mind. One they can see, the other they cannot.”
Dressing the Part - continued

_______ 6) You can build a timeless business wardrobe - no matter what your financial status.

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_______ 7) Dress for the job you have, not the job you want.

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_______ 8) When planning a professional wardrobe, emphasize quantity, not quality.

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_______ 9) When in doubt, err on the more casual side - it’s better to be under-dressed than over-dressed.

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_______ 10) Your personal hygiene, including hair, makeup, nails, etc., is not as important as your wardrobe.

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_______ 11) Business attire can sometimes be fairly uniform - individualize through your accessories.

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_______ 12) New fashion trends are always a safe choice when choosing your wardrobe.

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_______ 13) If you have a name tag, it should be worn on the left side.

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_______ 14) Appearance, dress and the way you act can be the key to your success or your failure.

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Check the following page for the answers. Determine what steps you may need to take, if any, to enhance your professional dress and appearance.

HAVE AN IDEA ... Do you have a service or sales related activity or idea that you would like to share? If so, e-mail it to: STARS@csprofiles.com
Dressing the Part - continued

1) False - you will win the respect and honor of coworkers and customers.
2) True
3) False - studies show there is a direct correlation between how you dress and your thoughts, feelings, and actions.
4) True
5) False, the perception is formed in only 7 seconds.
6) True
7) False - the opposite is true - dress for the job you want.
8) False - the opposite is true - quality is more important than quantity.
9) False - over-dressed is more acceptable.
10) False - they are equally important.
11) True
12) False - while the latest trends may look nice, it may not always be appropriate during business hours. If you are not sure if it is appropriate, be on the safe side and select something else.
13) False - it should be worn on the right side. Most people “shake right” - when someone shakes your hand, their eye should follow your arm up to your name tag.
14) True