# Job Savvy, 6e

# Topical Videos

## Video 2:

Making a Good Impression (Chapter 3) video includes content from ***Dress & Groom for Success*** (approximately 5 minutes)

The Job Savvy topical videos for the sixth edition are brought to you by JIST Career Solutions, a leading provider of materials and technology that help build essential skills for career, academic, and life success.

This video will review how to make a good impression in your career. The content in this video is from the *Dress & Groom for Success* video by JIST.

<*Dress and Groom for Career Success,* Second Edition, video>

BARB SKINNER: There’s a great deal of truth to the saying that you don’t get a second chance to make a first impression. Provocative attire, wrinkled clothing, or a messy appearance won’t make a good first impression at an interview.

BOB WEBSTER: So for me, what I look for, is somebody who is well groomed. Somebody who is dressed smartly, appropriately, based on the job that they are interviewing for. So for example, if they are interviewing for an office job, or a professional job, I would expect that they would have a coat and tie on if they are male. A suit, a business suit on, if they’re female. And/or a dress, something that’s appropriate for male and female dress because really, before they even open their mouth, I get an opportunity to see how well groomed and well dressed they are, and well prepared the are. And that smart dress, that attire, really gives me my first impression.

NARRATOR (VO): Studies show that first impressions can have a long lasting impact. In fact, your first few seconds upon entering a room will set the tone for everything that follows.

A positive first impression can create a kind of halo effect, meaning others will respond more favorably to everything you say or do afterward. Make a good impression in the first five seconds and whatever follows will likely go better for you.

On the flip side, a negative first impression can do the opposite, biasing others against you from the start.

<continued . . . *Dress and Groom for Career Success,* Second Edition, video>

NARRATOR (VO): There are millions of different jobs out there—and millions of different ways to dress. How we dress for work depends on the environment we work in, the kinds of customers or clients we serve, and the image the company wants to present.

Much of it is common sense, of course. You wouldn’t want your lawyer arguing your case in a bathing suit no more than you’d want your lifeguard watching over the pool in a suit and tie. Dress codes and expectations vary tremendously from industry to industry, job to job—and yet, for a vast majority of workplace settings, there are standards of professional attire. Meeting those standards is crucial to being successful at work.

BOB WEBSTER: Really a dress code is a set of standards, or boundaries if you will, to help people understand what the expectations are for dress in a particular job or organization.

THRESETTE BRIGGS: What is the norm of that organization? It means what do people there normally wear? What is expected, and what is the standard?

BARB SKINNER: In reality what you want to do is make a statement with your work ethic and your ability to work well with others. Always, always, always err on the side of conservatism.

<continued . . . *Dress and Groom for Career Success,* Second Edition, video>

NARRATOR (VO): Although different occupations may have slightly different expectations for interview attire, it doesn’t hurt to play it safe. For men a safe interview wardrobe includes:

A conservative business suit in a basic color (usually navy blue, dark gray or black).

A light-colored (white or light blue) collared, button-down shirt.

A conservative tie (no loud colors or prints). The tie should complement your shirt and suit.

A brown or black belt.

Dark socks to match pants.

Brown or black business shoes (to match your belt).

A briefcase or portfolio to hold copies of your resume and other important documents (not a backpack).

For women, a safe interview wardrobe includes:

A suit with pants or a skirt in a conservative color, such as navy, dark gray, and black—though women may have a wider array of acceptable colors. Skirts should be at least knee-length when standing and comfortable to walk in.

A conservative blouse or light sweater. (No bright colors or distracting prints.)

Closed-toe dress shoes, such as pumps. (Avoid flashier high heels, backless, or platform shoes.)

Neutral, sheer hosiery that compliments your suit or skirt.

Minimal jewelry, makeup, and hair accessories.

As with men, carry a leather briefcase or portfolio.

NARRATOR: And it probably goes without saying that all of your clothes should be clean and wrinkle-free. Suits and shirts might need to be taken to a dry cleaner. You should also make sure all of your clothes fit you well. If you can’t sit comfortably because your pants are too tight, you might find it hard to answer questions during your interview. You want to find a good balance between comfort and style.

<continued . . . *Dress and Groom for Career Success,* Second Edition, video>

NARRATOR (VO): Of course, depending on the kind of job you are applying for, your workplace attire and your interview attire may differ considerably. In most industries, your interview might be the only time you have to wear a suit. That doesn’t mean you can get away with not having one, though.

BARB SKINNER: You have a lot of options when it comes to buying clothes for your interview as well as for your everyday working situation. Consignment shops offer a wide variety of affordable, professional, business casual, and casual attire. The great thing about it is that their inventory is bought and sold very quickly, so their styles always remain current. You do not have to shop at high end stores to find appropriate attire. Remember, if you do wear a suit for an interview, chances are likely that you will have another occasion where you will need a suit, such as a wedding or business meeting. So invest in what you can afford.

<continued . . . *Dress and Groom for Career Success,* Second Edition, video>

NARRATOR: Whenever you meet someone for the first time, you want to put your best foot forward. How you look and how you act should support the image you want to project, like your own personal brand.

You also represent your employer each time you meet with customers or clients. By dressing appropriately, being well groomed, and paying attention to your mannerisms and behaviors, you can create a professional image that customers and employers will remember and respect. That, in turn, leads to personal success.