

Your Professional Image



Realize

A professional image is a fundamental career force. It can open or close doors, influence the ability to lead, shape stakeholder relationships, and much more.

Physical appearance and grooming are considered the essence of a professional image; however, it is a much more complex phenomenon. We all know of a rumpled intellectual who is among the most highly respected in his or her field and an impeccably groomed associate who few admire or hold in high regard.

A professional image is actually the combined result of numerous influences; moreover, their relative importance fluctuates.

Understand

Your professional image is a composite of the various factors that contribute to how others perceive you. These include not only how you look but what you say, what you write, your behaviors and mannerisms, your attitude, your education and achievements, who you know, what others learn from sources other than direct interaction with you, and more.

While exterior and upbringing establish the foundation, much of a public persona is the result of choices and behaviors.

Empower

A fundamental understanding of key issues will enable conscious choices and purposeful behaviors that can be pivotal to the trajectory of your career.