Standing Out – Common Courtesies and Good grooming

Comfort Ocran
CEO, Legacy & Legacy
Objective

• The Science of Professional Grooming
• Etiquette of dressing
• Fine dining
• Conclusion
Presence

- Passionate
- Confident
- Authentic
- Enthusiastic
- Captivating
- Comfortable
Grooming

• Cultivating an attractive and presentable presence.

• It projects
  – skilled behaviour
  – Builds reputation.
  – Makes up stand out
Contributing Factors

• Mental Grooming - Personality
  – Values,
  – Goals,
  – Identity and
  – Behaviour.

• Business Grooming - Professionalism
  – Cognitive,
  – Business,
  – Communication And
  – Technical Skills
Contributing Factors

- **Spiritual Grooming**
  - Word
  - Prayer life
  - Fasting

- **Outward Grooming** – Physical Attractiveness
  - Clothing
  - Hygiene and
  - Attractiveness
  - Social awareness

3/27/2014
Comfort Ocran
Evaluation Procedure

• 55% Body Language and Appearance

• 38% Verbal Tone

• 7% Verbal Content
Sense of Style

• Wear formal, comfortable outfits.
• Do not wear very loud colours with sparkles.
• Choose staple colours from: navy blue, charcoal gray, black, khaki, white, pastels.

• Do not wear very tight clothing or jeans.
Good Personal Grooming
Business Attire - Men

DO:

- Jacket sleeve length should break at the wrist when arm is hanging down.
- Allow ¼ - ½” of shirt cuff to show.
- Jacket length should reach the tip of your thumb.
- Suit jacket should cover buttocks.

DON’T:

- Suit jacket length is way too long.
- Too many buttons, opt for a 2-3 button suit.
Good Personal Grooming

Business Attire - Men

Dark Navy  Charcoal  Dark Grey  Medium Grey
Good Personal Grooming
Business Attire - Men

DO:
- Good quality silk tie in a conservative solid color
- Subtle color & pattern
- Subtle color & stripe

DON’T:
- Too bright
- Ugly bold pattern
- Pictures
- Words
- Knit tie
Good Personal Grooming
Business Attire - Men

**DO:**
- Bottom of tie should just cover your belt buckle

**DON’T:**
- Tie is too long, going below the belt
- Tie is way too short
**Good Personal Grooming**
**Business Attire - Men**

**DO:**
- Leather loafers w/ conservative buckle
- Black leather lace-ups

**DON’T:**
- Too Casual
- Too Casual
- Bucks
Good Personal Grooming
Business Attire - Women

- Neat, conservative hairstyle
- Use minimal eye shadow, blush and lipstick for a natural look
- Dark colored suit
- Little or no cleavage
- Little or conservative jewelry
- Wear natural/clear or muted tone nail polish
- Fingernails shorter than 1/2 inch in length
Good Personal Grooming
Business Attire - Women

- Dark navy pantsuit
- Grey pantsuit
- Black pantsuit
- Grey skirt suit
- Black skirt suit
Good Personal Grooming
Business Attire - Women

**DO:**
- Solid White
- Solid Light Blue
- Lightly Patterned / Stripped / Checkered

**DON’T:**
- Pattern too loud
- Too bright
Good Personal Grooming
Business Attire - Women

**DO:**
- Little or no cleavage
- Tailored pants
- Knee length skirt

**DON'T:**
- Too much cleavage
- Borderline cleavage
- Skirt too short
- Slit too high
Good Personal Grooming
Business Attire - Women

DO:

- Dark colored leather pumps
- Closed toe
- Heel height no higher than 3”

DON’T:

- Bright color
- Open toe
- Stiletto heel
- Embellishment
- Heel height over 3”
- Sandals
- Stilettos
- Strappy sandals
- Bright color
Good Personal Grooming
Business attire - Women

- Skirt loose enough to sit comfortably
- Skirt length at or below knee
- Black leather pumps with heels no higher than 3”
Good Personal Grooming
Business Casual - Men

**DO:**
- Polo shirt
- Button down
- Short sleeve button down
- Lightly patterned button down
- Casual blazer
- Sweater

**DON'T:**
- Tshirt
- Track jacket
- Hoodie
Good Personal Grooming
Business Casual - Men

DO:
- Dress pants
- Chinos / Khakis
- Cotton pants
- Suit pants

DON'T:
- Jeans
- Cargo pants
- Shorts
- Linen pants
**Good Personal Grooming**
**Business Casual - Women**

**DO:**
- Blazer
- Button down
- Cardigan
- Sweater
- Printed shirt

**DON’T:**
- Tank top
- Tshirt
- Sleeveless blouse
- Sheer blouse
**Good Personal Grooming**

**Business Casual - Women**

**DO:**
- Dress pants
- Chinos / Khakis
- Cotton pants
- Suit pants
- Capri pants

**DON’T:**
- Jeans
- Cargo pants
- Shorts
- Linen pants
- Leggings
- Printed pants
Good Personal Grooming

- Face
- Hand & Nails
- Shoes & socks
- Scents & perfumes
- Teeth & Mouth
- Posture
Good Personal Grooming
Accessories

• Glasses: The look should be small and stylish.
• Watches - Buy one with a leather or metal band
• Pen – Invest in a good pen
• Rings – Wear 1 or maximum 3 rings.
• Hand Bands – Don’t wear too many threads or bands in your hands.
Hand Shakes

- Stand to meet someone.
- Extend your hand. (Caveat)
- Shake from your elbow.
- Hold 3-4 seconds.
- Maintain eye contact.
Dining Etiquette

Start from the outside and work your way in.
Closing tips

Be on Time

Be Yourself, Be at Ease

Be Open, Courteous and Confident

A Winning Smile!

Be Positive

Present Yourself Appropriately
“Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding.

WE ARE CEOS OF OUR OWN COMPANIES: ME INC.