

Looking good helps you get ahead

The way you dress in the workplace can have a significant impact on how you are perceived. In other words, looking the part is as important as acting the part.

Tips for men

The business suit is still the “go to” outfit for the well-dressed employee. Fit is important. Choose the style that looks the best with your size and shape.

Your shirt sleeves should extend one-fourth inch past your suit sleeves and your suit jacket should button easily without any tug marks. Commonly acceptable colors in the workplace include charcoal gray and navy.

Crisp, white, 100 percent cotton shirts should be a staple in every professional’s wardrobe. Dress shirts should always have long sleeves. Dark ties with small patterns give a more authoritative look.

You will be surprised how many people judge you by the condition of your shoes. Your socks should be the same color as your trousers and cover your calf completely.

Tips for women

Business suits are the preferred attire for professional women. Fit is important, so find a tailor to customize the fit to your frame. Wear colors that will help you look your best.

Skirts should be at knee length or slightly above the knee. Pants should never fit too tightly.

Add a dash of color with accessories such as a scarf or a small patterned shirt. Personalize your outfit with classic jewelry such as a watch, pin or small earrings. You can still show some style, even if you work in a conservative environment.

Shoe heels should be no more than three inches high. Avoid clunking heels. A classic pump is always a good choice.

Hairstyles and makeup should be kept to a minimum. Keep your nails neat and trimmed and avoid loud nail colors.

As for a handbag, simple is best. Don’t carry fabric handbags into a professional setting. It is better to splurge on a nice leather bag of reasonable size.



Programs and Events



- ▶ 5/11 — Morgantown Area Business Expo
- ▶ 5/17 — Alpha Associates Training Program
- ▶ 6/2 — Alpha Associates Training Program (Martinsburg)
- ▶ 6/9 — Do Biz U-Create Marion talk at High Tech Consortium
- ▶ 6/13 — Dining Tutorial at Alpha Associates
- ▶ 6/24 — Elkins Girl Scout Troop Program at Poky Dot
- ▶ 7/20 — First United Bank, Cumberland, Md.
- ▶ 8/12 — Calhoun County Board of Education
- ▶ 8/18 — Lewis County Board of Education
- ▶ 8/23 — Speed Networking Event at Workforce
- ▶ 8/27 — Aspiring Business Women’s Expo, Fairmont State University
- ▶ September 12 through December 5 — “Etiquette for Youth” programs. See schedule on Page 2.

Networking: *Effective marketing with little cost*

If it's done correctly, networking can be a business's most effective and least expensive form of marketing.

Here are a few tips on how you can maximize your networking opportunities:

- 1. Know your purpose.** Know why you're attending an event and who you want to meet. Find out as much as you can about them before you attend.
- 2. Work the room.** Take a moment to look over the room before entering. Take a deep breath and calm your nerves. Talk to people standing alone or in casual groups.
- 3. Make your small talk work for you.** Ask good questions and be a good listener. Step out of your comfort zone. Talk less or talk more.
- 4. Compliments.** Give a sincere compliment. Be gracious when you receive a compliment.

Remember that people like to do business with those they like and trust. Networking is about building relationships, so get out there and start building.



Teleclass explores ways to take charge of your career

Many women go from project to project and never master the art of focusing on what really matters to them. We think it's time to take control of your career and start living your passion every day.

Sign up now for a free teleclass, "The five secrets for taking charge of your career and reclaiming your feminine power for freedom, fun and fulfillment in your life," to be conducted by Crystal Davis and Lyla Grandstaff on Tuesday, July 26 at 7 p.m.

During this high-content, high-value call, you will learn:

- ▶ How to focus on the larger plan for your career.
- ▶ Methods for strengthening your relationship with others through positive reinforcement.
- ▶ Strategies for receiving more of what you want in life.
- ▶ Do's and don't's of nonverbal communication and how what you don't know CAN hurt you.
- ▶ The three keys to growing your income with authenticity and style.

To register for this free teleclass, contact info@crystalclearsolutions4you.com.

Other Programs...

Contact **Elements of Etiquette** for a customized training program to make your business more polite and more productive. For information on upcoming events, visit www.elementsofetiquette.com.

Letters

Alpha recommends Elements of Etiquette

"Alpha Associates, Incorporated utilized **Elements of Etiquette** for a six-month series that focused on topics such as networking etiquette, telephone and email etiquette and dining etiquette.

"The purpose was to educate the professional and technical staff on the importance of putting forth your best effort and how that impacts customer service and repeat business.

"Alpha's staff was very impressed with Lyla Grandstaff and her depth of knowledge of each topic.

"We would highly recommend **Elements of Etiquette** and Lyla Grandstaff.

"Our business will grow because of the impact of the education that was provided."

'Etiquette for Youth' programs scheduled

- ▶ **Ages 6-8:** Sept. 12, 19, 26 & Oct. 3.
- ▶ **Ages 9-11:** Oct. 10, 17, 24 & Nov. 7.
- ▶ **Ages 12-14:** Nov. 14, 21, 28, & Dec. 5.

Topics will be age-appropriate and will include phone etiquette, cyber etiquette, table manners, teasing and bullying.

All programs are from 6-7 p.m.

To register: Contact Continuing Education Department, Pierpont Community & Technical College, (304) 367-4920.