

DRESSING FOR SUCCESS

RESEARCH

Spend some time on the internet and do some research on the company that you are interviewing for and check their social media pages for an inside look as to what the general attire is for their workplace. If you're stuck, call their HR department.

INVEST IN A POWER SUIT

Buy a blazer or two in different colors.

It is such a versatile clothing item whether paired with jeans, dress pants, a skirt, etc. You will get a ton of use out of this one time investment. Not to mention, you'll look like a badass.

WEATHER

This might seem like a silly one, but keeping track of the weather and time of year is quite important. You don't want to be showing up in extremely dark clothing in the middle of the summer for a construction job, for example.

TEST DRIVE YOUR LOOK

Wear your outfit around before your interview to make sure that you are comfortable sitting and walking in what you're wearing. You will be much more relaxed if you are comfortable. Also, practicing your answers in your interview attire is beneficial to your success.

SHOES

Invest in a pair of comfortable shoes. You'll thank yourself at the end of the day.

Keeping them clean and matching them to your outfit is most ideal for a professional setting- neutrals are a safe bet.

PRESSED

You can have a bomb outfit and feel super confident, but if it's wrinkled and crinkled, many employers will immediately discount you regardless of your credentials. Make sure that your shirts and pants are pressed and that your blazer is dry-cleaned. The extra time and money will pay off when you land that position

SHOW WHO YOU ARE

Everybody has their own personal style and how they present themselves. Keep true to who you are in your fashion choices under the overarching climate and atmosphere of your workplace. Feel free to accessorize, from belts to watches and necklaces. Keep it clean and classy, but not too flashy.



BUILDING YOUR BRAND

WHO YOU ARE

Step 1.

Identify your top 10 personal values: consider the people, feelings and situations in life that make you most happy. Prioritize those values.

Step 2.

Identify your Passions: what you'd do even if you weren't being paid; these will most likely intersect with your values

Step 3.

Identify your traits: the unique aspects of your personality that help to shape the person you are.

Openness to experience | Conscientiousness
Extraversion | Agreeableness | Neuroticism

WHERE YOU'LL BE

Step 1.

Determine the aspects of your life that have been most rewarding.

Step 2.

Create a list of rewarding aspects and put them into categories. Narrow down the categories and name them

Step 3.

Describe your retirement: what will make you happy in life. Now backtrack. List out the steps that come before that and work your way to the present.

Step 4.

Compare that vision against your values. See if this career path leaves room for or incorporates your values into the job

OTHERS WORTH EMULATING

Step 1.

List the people you admire. Add descriptions and what they're doing in their lives now. Include reasons why you admire the person.

Step 2.

Rank people with career arcs similar to your aspirations. It will be difficult to find ones that perfectly fit your vision and that's okay

Step 4.

Look into the steps that the top people on your list took to achieve their results. Make adjustments to improve on their paths

CONSOLIDATING YOUR ENERGY

Step 1.

Identify your current positions in all organizations.

Step 2.

Link each position to your path

- how does it serve your overarching goal?
- if it doesn't serve the main goal, does it incorporate other values in your life? Is there a passion behind it?

All of your activities should be feeding into the same watershed, creating a central, intentional and unified strategy for achieving your goals.

ELEVATOR PITCH

An elevator pitch is a brief, persuasive speech that you use to promote something—namely, you! It should only take 20-30 seconds—the length of an elevator ride—interesting and succinct.

CREATE

Identify the objective of the pitch and summarize your skills & accomplishments in a way that separates you from your competition

PRIORITIZE:

What makes you unique and memorable?
Frame yourself in a way to continue a conversation with a question

PRACTICE

- Put the speech down on paper—to help format and prioritize your accomplishments
 - Practice in front of other people to get feedback
- Tailor your pitch for different audiences and different opportunities

SOCIAL MEDIA

1. Watch what you post: "If you don't want your grandma to see it, don't post it"
2. Know your privacy settings: "who has access to my statuses and photos?"
3. Use it to your advantage: LinkedIn presents an opportunity to connect with employers.
4. Choose your profile pic wisely: The first thing people see when looking you up.
5. Friending Coworkers: note the change in atmosphere between Facebook and Snapchat.