



Rashtriya Sikshana Samithi Trust
RV Institute of Management
Permanently Affiliated to Bengaluru Central University
Approved by : AICTE, New Delhi ; Recognised by : Govt. of Karnataka

Image Management FDP

DATE: DECEMBER 14, 2019

NO OF FACULTIES: 24

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RESEARCH DEVELOPMENT MANAGER
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IN HOUSE TRAINER, IMAGE CONSULTANT

OBJECTIVES:

1. *Image Management*
2. *Teaching Styles*
3. *Advanced Presentation Tools*

BENEFITS:

LEARNT ABOUT HOW ONE APPEARS ON THE JOB IS THE SINGLE MOST IMPORTANT FACTOR IN A PERSON'S PROFESSIONAL SUCCESS.

Photo Gallery



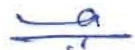

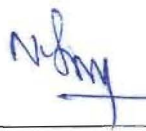
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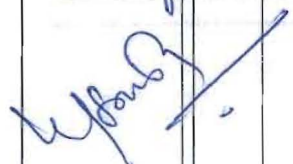

Rashtreeya Sikshana Samithi Trust
R V Institute of Management







FACULTY DEVELOPMENT PROGRAMME
On
"Image Management for Effective Teaching"

December 14, 2019

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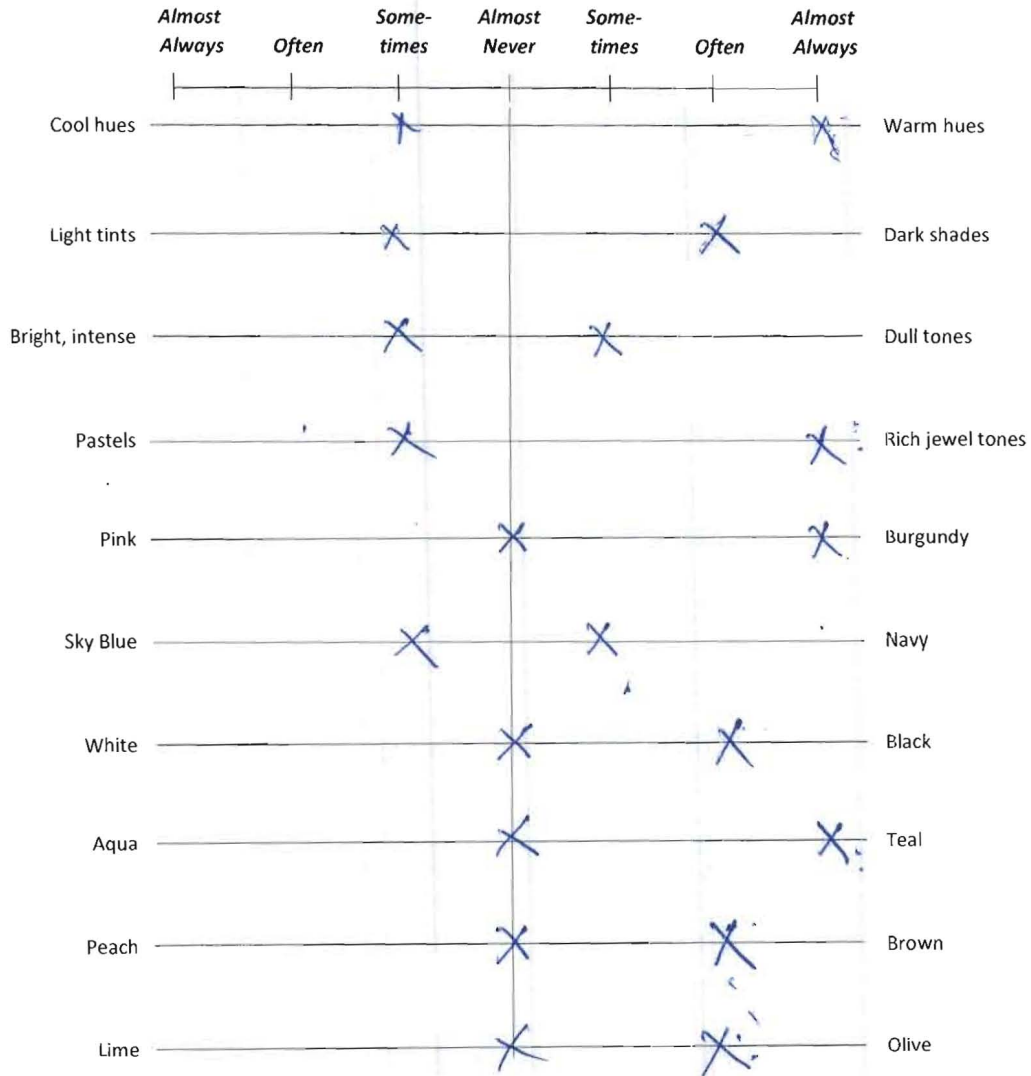
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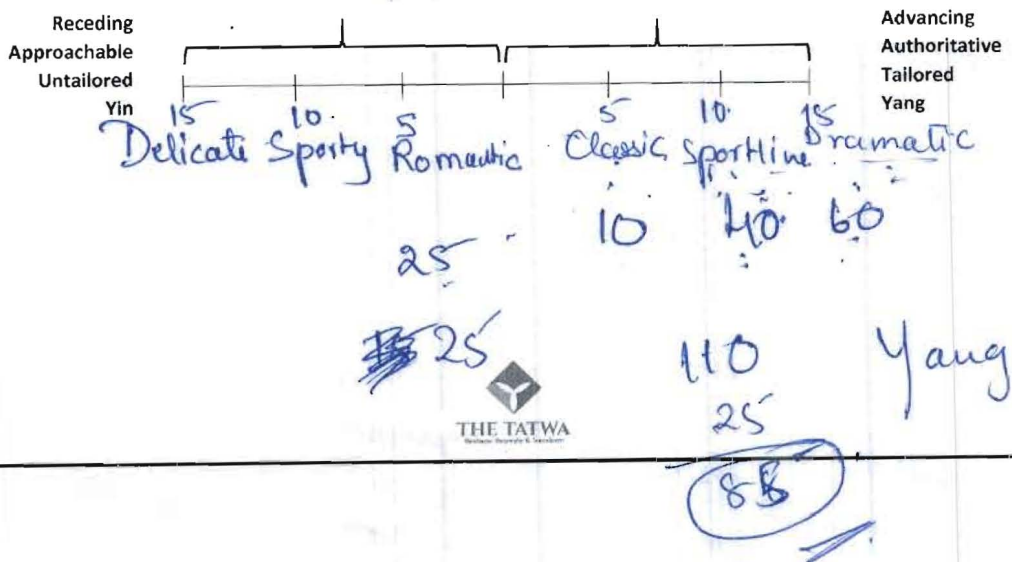
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Interactive Exercise : Preferred Color Characteristics

Plot your preferred color characteristics or traits on a continuum between opposites.
 Think in terms of approximate % in your wardrobe or approximate % of time worn.
 What you like and wear both characteristics, position a point toward each side.
 If totally unsure about a characteristic, omit it.

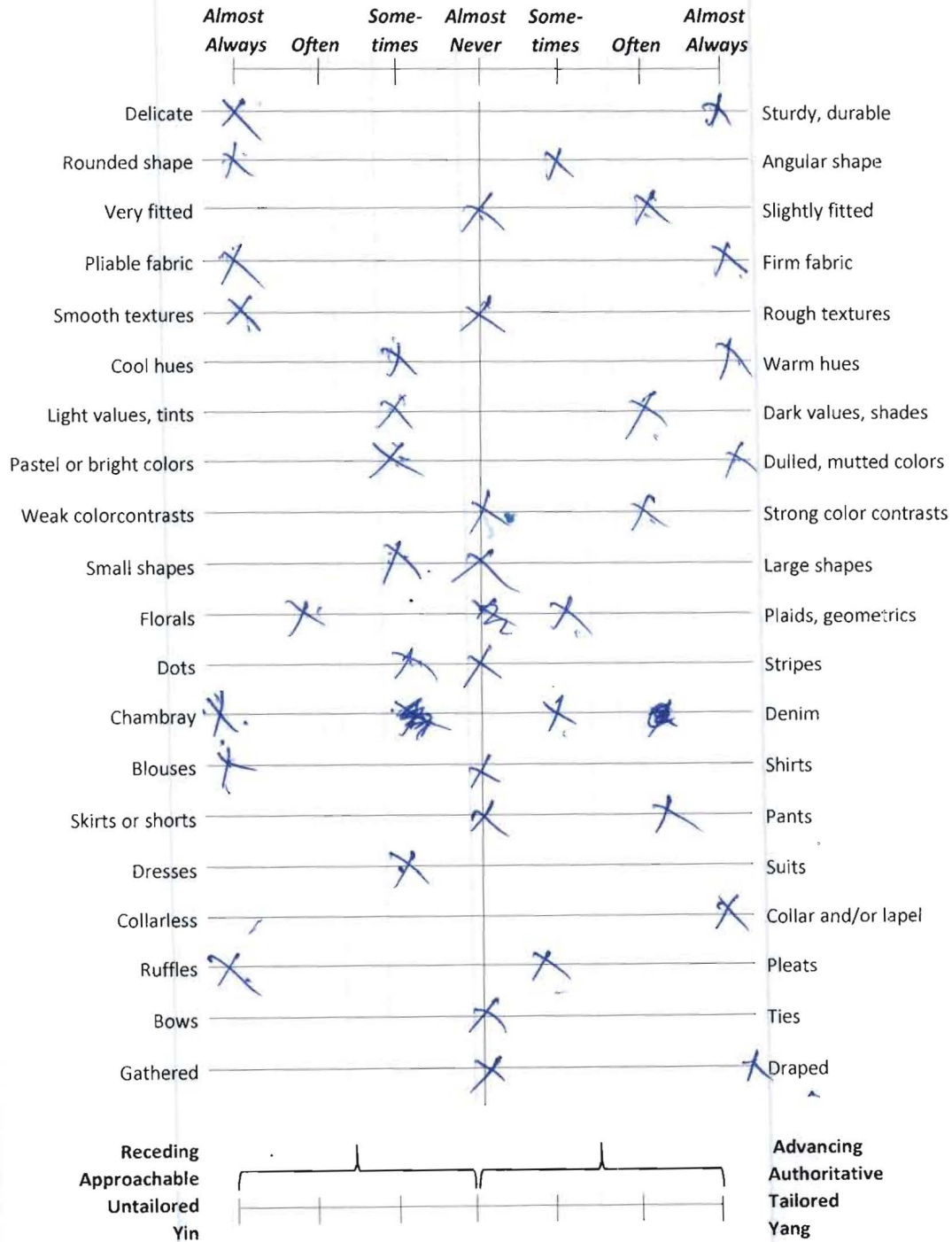


Note: When it comes to color in clothing, Western European and American culture does not adhere to traditional Eastern Yin-Yan symbolism. In western culture, dark colors are perceived as assertive or authoritative and light colors as Yin.



Interactive Exercise : My Preferred Clothing Characteristics

Clothing is a resource you can use to present the body attractively and the personality honestly, harmoniously, congruently. Plot your preferred clothing characteristics on a continuum between opposites. If you feel you like and wear both characteristics, position a point toward each side. If totally unsure about a characteristics, omit it.

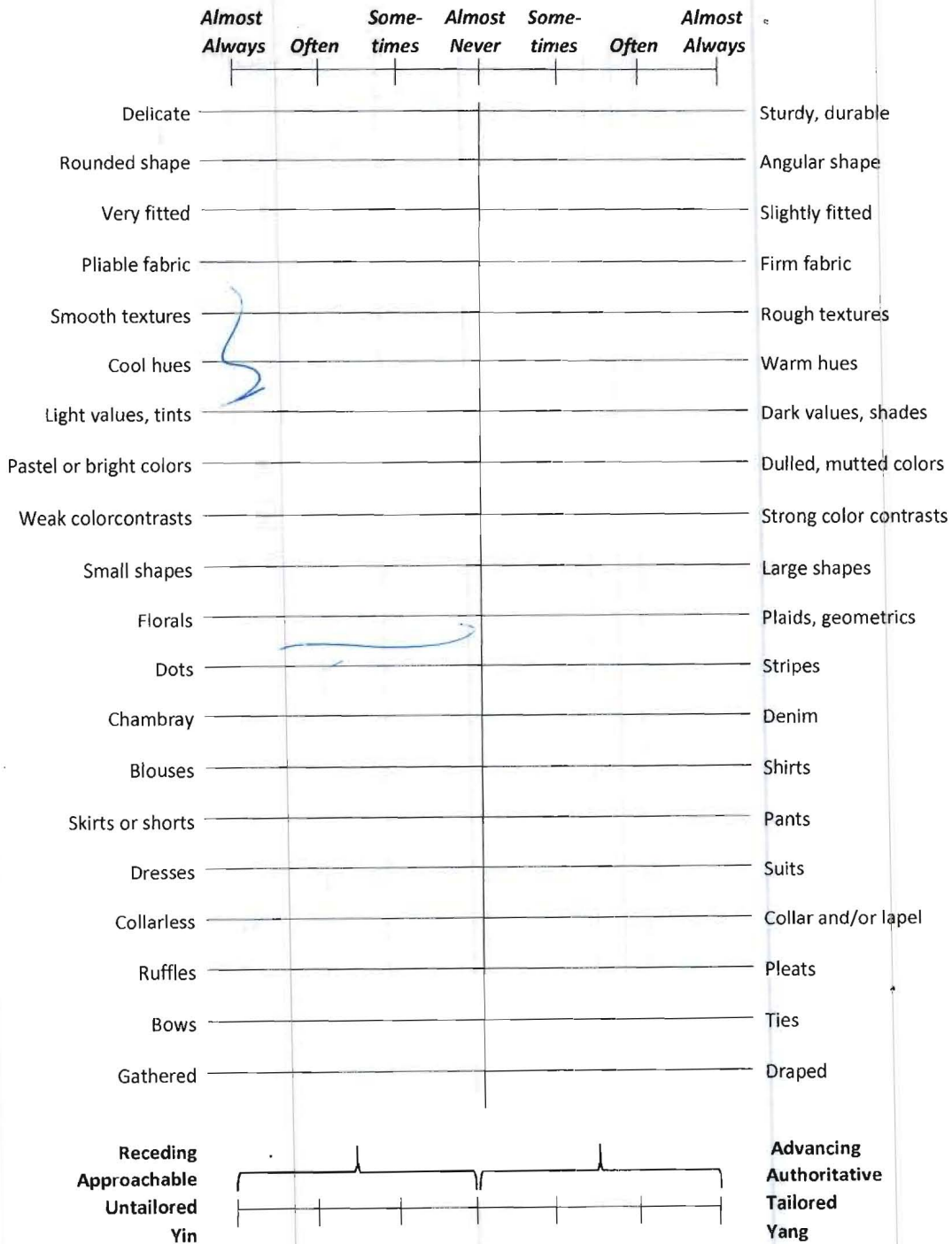


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Interactive Exercise : My Preferred Clothing Characteristics

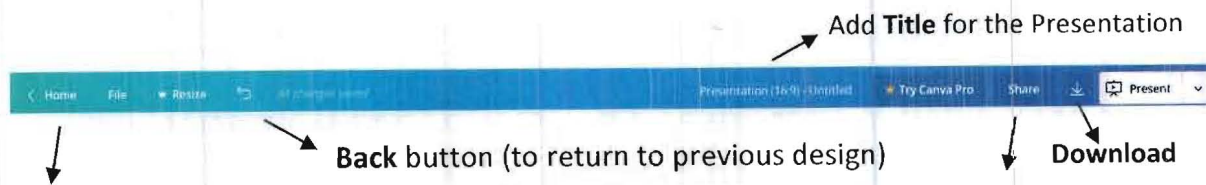
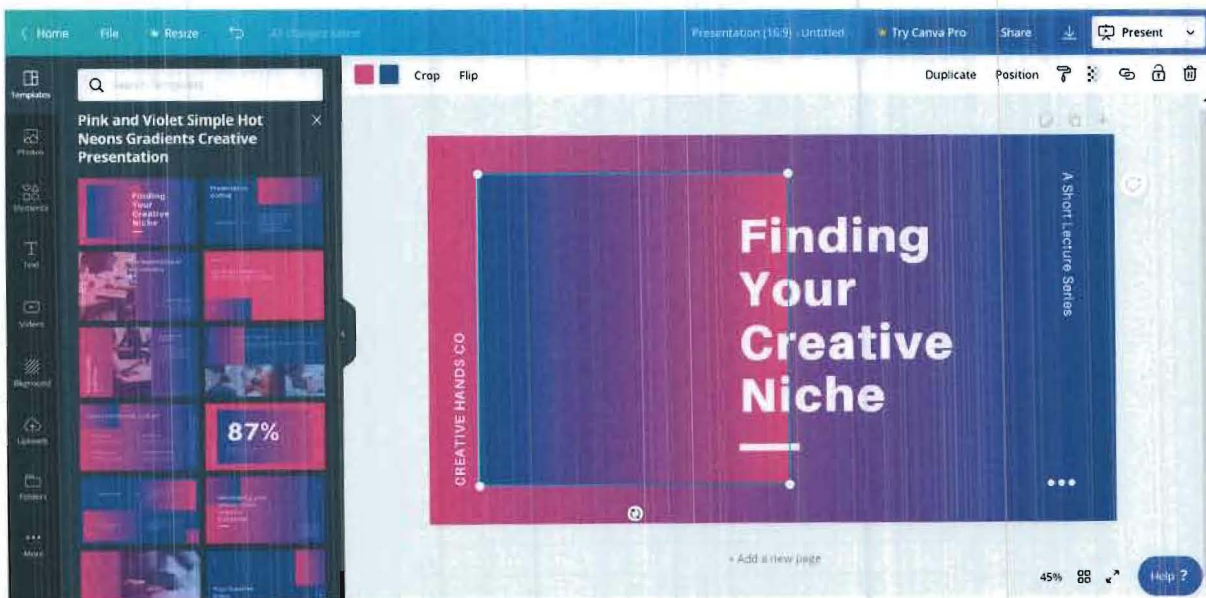
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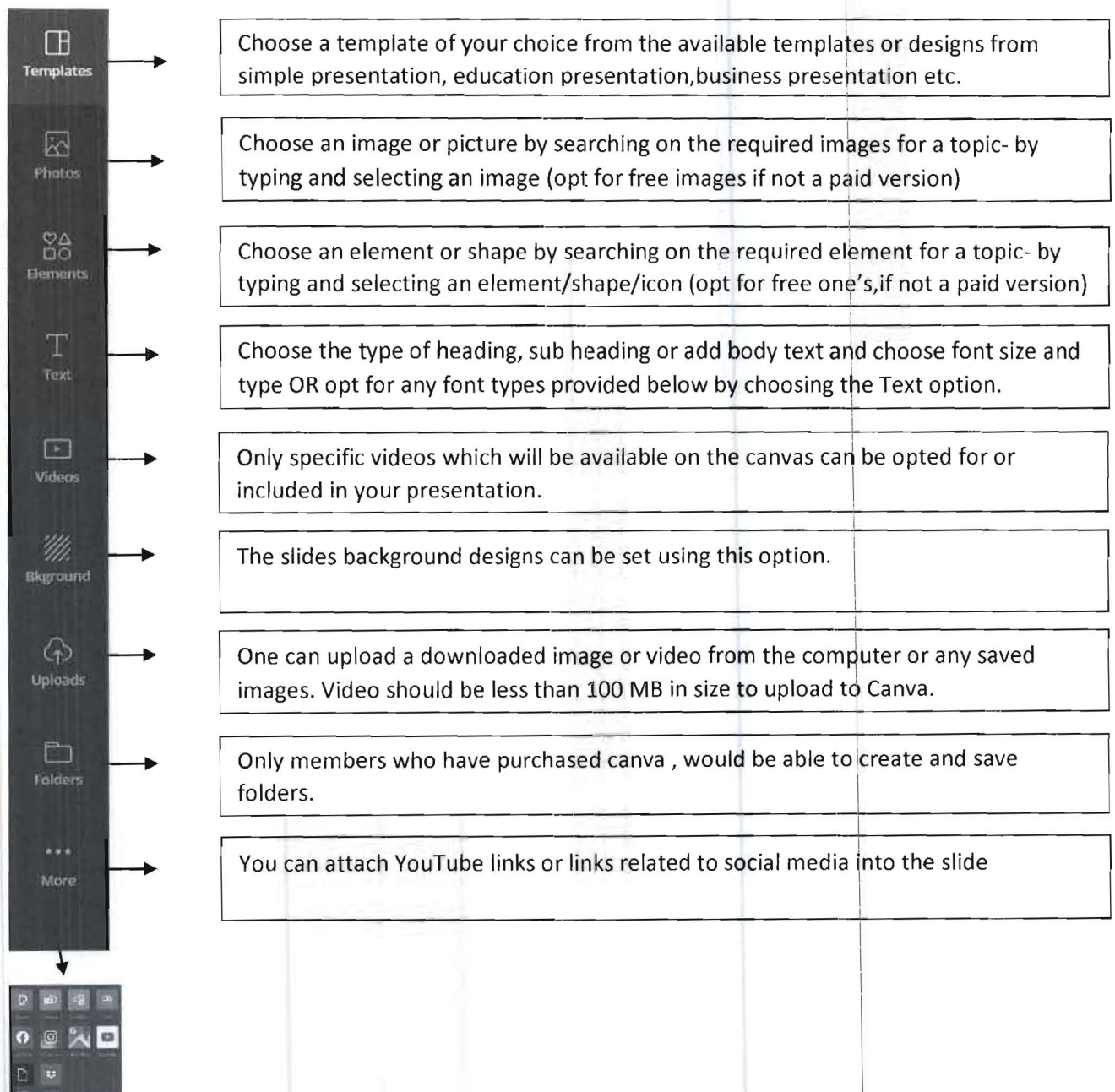
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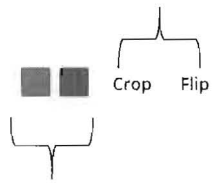
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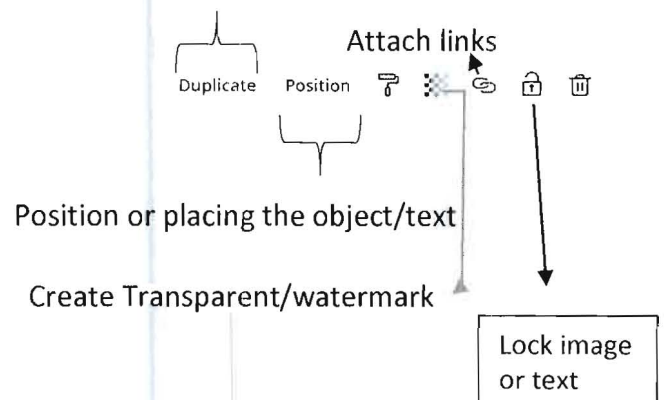


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R. V COLLEGE

IMAGE BUILDING

1) Whether it's fair or not, you'd be surprised how much your appearance can play a role in how business associates view you. Showing up with wrinkled clothing and out-of-place hair can have an unwelcome effect on your career. This applies to both men and women, but let's be honest: women are held to even stricter standards. In male-dominated industries, women must be even more cognizant of how they present themselves.

2) You never know who you'll run into outside of the office.

When you're not at work, it's still important to dress in an acceptable manner. You never know what business acquaintance or work opportunity might present itself outside of the office. In public, you want to show the world that you are smart, confident and taking care of business.

SUCCESS DEFINED

- 1) Is, it articulates the belief that what you wear matters in everyday life.
- 2) Dress for success became popular during the mid-1970s and 1980s in the United States and Europe, but the principles that underpin it stem back much further. The idea that one can dress for success is closely aligned to the more general notion of "impression management,"

"HOW ONE APPEARS ON THE JOB IS THE SINGLE MOST IMPORTANT FACTOR IN A PERSON'S PROFESSIONAL SUCCESS"----- JOHN MOLLOY

A. WHY PEOPLE WEAR CLOTHES?

- Psychological Needs - Identity | Adornment | Cultural Identity
- Aesthetic Needs - Creative | Artistic | Decoration | Source of beauty
- Physical Needs – Protection | Safety
- Social Needs - Affiliation/Fitting in Standards

B. WHY DO WE WANT TO LOOK GOOD?

- To feel good by looking good.
- To impress people in social situations.
- An attractive person attracts a lot of people.
- Works as ice-breakers in building relationships.
- It builds self-confidence and self-esteem and reassures you about yourself.
- In certain professions, looks make a lot of difference.
- You feel secured and your performance is better when you look your best and you can impress upon people more impact fully.

“IT’S NOT WHAT YOU WEAR, BUT HOW YOU WEAR IT”
along with other important factors in mind...

ALBERT MEHRABIAN THEORY

Albert Mehrabian, born in 1939 to an Armenian family living in Iran, is Professor Emeritus of Psychology at the University of California, Los Angeles. Although he originally trained as an engineer, he is best known for his publications on the relative importance of verbal and nonverbal messages.

The way we Dress affects

The Way we Think,

The way we Feel,

The way we Act,

And the Way others React to us

So, Dressing is an important factor to be successful

a. 4 A’s OF APPEARANCE MANAGEMENT

These 4 A’s will take you a long way if you understand them well:

- APPROPRIATE
- AUTHENTIC
- ATTRACTIVE
- AFFORDABLE

APPROPRIATE

Look the part for whatever role you play in your life

AUTHENTIC

Be yourself, know yourself and feel comfortable with yourself. Change in life should be constant and you must change your style for good accordingly.

ATTRACTIVE

Never have self-doubts about how you look, be your best to feel your best; because people treat you the way they see you.

AFFORDABLE

Looking good is not a matter of money, it's a matter of choice- sensible choice, and sensible choices need not be expensive.

a. Three Universal Factors Which Creates the Visual Image:

- Clothing (incl. accessories)
- Grooming (incl. hygiene)
- Body Language (incl. etiquette)

“Long before we are close enough to speak, we announce ourselves. We project/reflect important information about ourselves. By the time we meet and vocally converse, we have already communicated volumes in an older and more universal language.” And the language of dress, grooming, and the body is far more persuasive than any spoken language.”

Everyone in life wants to be successful. How do you become successful? Although there are many books available on this topic, I am going to share something basic. To be successful two things need to happen, and they need to happen together. what are those two things?

1. **Getting a chance** to do **something**
2. **Performing** when you **get the chance**

Example 1: a cricketer no matter how good he is, unless he gets a chance to play for the country his talent will never be discovered and once he gets the chance then he needs to score a century or he will be back to square one.

Example 2: of actors & Actresses whose parents are famous.

Performing when you **get a chance** depends on your:

1. **Education**
2. **Experience**
3. **Soft skills**

And **getting the chance** largely depends upon:

First Impression

First impression is the key factor in getting a chance most of the times.

Perception people form

Some of the perceptions people can form solely from your appearance are--

- Your professionalism
- Your level of sophistication
- Your intelligence
- Your credibility

Question is....

Does your Image & Soft skills Work for You or Against You?

You need to look like who you say you are. All details of dress, grooming, and communication skills are in sync, in harmony, and serve to support you in the achievement of your goals.

APPEARANCE IS ALL ABOUT ATTITUDE

- Dressing inappropriately reflects poor manners, shows that you do not care about yourself, your loved ones and the world around you.
- Dressing shabbily is a sign of ignorance as well as arrogance.
- Appearances play an important role in deciding an individual's personality. An individual who is formally dressed is considered to be a mature professional who adheres to organization's dress code and values rules and regulations. He/She is often taken as a serious individual who would deliver his/her level best and successfully accomplish tasks assigned to him/her. One who comes to office dressed in casuals is often not treated as a serious and sincere employee.
- Whether this is real or imaginary the most important fact is that your appearance influences the opinions of everyone around you
- Your professionalism, intelligence and the trust, people form about you is mainly due to your appearance.
- **Clothes and manners do not make the man; but, when he is made, they greatly improve his appearance.**
- **Corporate dressing helps you get noticed and stand apart from the rest.**

- Overall Appearance includes your **Clothing, Grooming, Hygiene, Makeup, Accessories, Body language** and Etiquette.

What is Image?

Image is the ongoing, pro-active process of evaluating and controlling the impact of your appearance on you, on others, and the achievement of your goals. ... **Image Management** is all about respect—respect for self and respect for others, respect for occasions, roles, and goals.

Clothing and appearance send a message. They can communicate our occupation or an occasion we're marking. In some of the world's religions, women are clearly identifiable by their dress.

Clothing can communicate something about our socio-economic status. You can look at some people and think, "She looks like a wealthy woman." Or you might look at another woman and—purely on the basis of her clothing—say, "She doesn't look like she comes from a financially stable background."

Clothing also communicates a message about our values, our character, our attitudes. For example, you can look at the dress of some and tell that neatness is not a concern to them.

How is inner image formed:

- Inner Image is a product of learning and experience.
- Parents, siblings, other close relatives and even our care taker in childhood make the greatest contribution to our self Image.
- Experiences with others such as teachers, friends, classmates add to the image in the mirror.
- Relationships reinforce what we think and feel about ourselves.
- **Inner image is important because how we think about ourselves directly affect how we feel about ourselves .**

How can we create a positive Inner Image:

- Inner Image is not permanently fixed.

- Part of our inner image is dynamic and changing.

Steps to cultivate a positive Inner-Image:

- Take an inner image inventory
- Define personal goal and objectives
- Set realistic and measurable goal
- Confront thinking distortions
- Identify childhood labels
- Stop comparing yourself to others
- Develop your strengths
- Learn to love yourself
- Give positive affirmations

Now what is Image?

Your image is **you** in the minds of people.
A **mental picture** that others create of you.
Reflects the condition of your **mind** and **heart**.

The **Style Scale**[®] is the creation of **Judith Rasband** (AICI CIM), who is one of the top Image Management Consultants worldwide. The Style Scale[®], dress code, is a solution to business casual issues of dress. It identifies different messages that your clothes can project based on the design details and coordination.

- The Personal/Professional Style Scale[®] is accepted all over the world.
- Totally clears the confusion about different levels of dressing.
- There are 4 levels.
- Each level defined by a cue/clue that sends distinct messages.
- This becomes an easy reference tool to align perceived messages with the clothes you wear in different situations of life.

STYLE SCALE – Indian and Western

The Personal/Professional Style Scale accurately identifies four levels of dressing:

- Tailored
- Softly tailored
- Casual tailored
- Untailored

to meet all personal, professional, and social needs.

Style Scale – Tailored – Level 4

Cue: Matched Suit

- Straight lines
- Angular shape
- Dark color with Strong dark/light contrast
- Firm Fabric
- Geometric patterns



Style Scale – Softly Tailored – Level 3

Cue: Unmatched Suit

Predominantly tailored design elements, mixed and *softened* with some untailored design elements.



b. Style Scale – Casually Tailored – Level 2

Cue: Collar

Predominantly untailored design elements, mixed and **strengthened** with some tailored design elements.



c. Style Scale – Untailored – Level 1

Cue: No Collar

- Curved lines
- Rounded shape
- Lighter colors with Less dark/light contrast
- Soft, pliable Fabric
- Curved, rounded patterns



Positioning Traditional Indian Clothing on the Style Scale®

- Most Indian companies do not consider Salwar suit as formal. Sari is accepted, however depending on the type.

- This creates a problem because many women do not wear western clothes due to cultural limitations. Till now there was no solution to this problem.
- Due to First Impression's initiative in association with Judith Rasband, a new look in Indian Clothes for Women on the Style Scale® has been introduced.

C. Dressing – Do's and Don'ts

a. Formal Dressing -Women- Wear

- Formal Wear –Level 4,3 2 – depends on your role, goals and occasion
- Always wear Cleaned and Ironed Clothes.
- Wear Formal Shirt and Trouser.
- Kurta or Kurtis with Cigarette pants.
- Tunic with Trouser.
- Blouse/Shirt and Skirt with blazer/jacket
- Dress and Blazer
- Matched or Unmatched Suit
- Wear Solid colours and small prints preferably geometric prints.

b. Formal Wear – Avoid

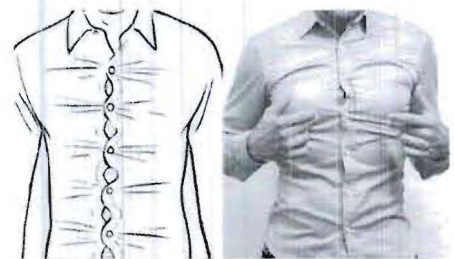
- Avoid deep neck outfits.
- Avoid Sleeveless.
- Avoid Tightfitting outfits.
- Avoid wearing Leggings with kurta
- See through dresses, spaghetti tops, minis, blouses with a deep neckline are a strict no no at the workplace.
- Avoid wearing loud colours to work. Colours such as hot pinks, reds, deep purples look odd at the workplace.
- Animal prints and jazzy designs are not meant for offices.

c. Formal Dressing -Men- Wear

- Formal Wear –Level 4,3 2 – depends on your role, goals and occasion
- Always wear Cleaned and Ironed Clothes.
- Wear Formal Shirt and Trouser.
- Shirt, Trouser and Blazer.
- Matched or Unmatched Suit.
- Wear Solid colours and preferably geometric prints.
- Avoid T-shirts to office.
- Avoid Denims and Shorts.
- No Wrinkled Clothes.

d. Formal wear-Avoid

- Avoid Tight fitting outfits
- Avoid Collarless T-Shirts.
- Avoid Jeans unless it is casual Friday.
- Avoid floral prints



SHIRTS – Wear/Avoid

- As a rule, the simpler the better.
- White, off white, Light blue, Grey, Black, Navy blues shirts are preferred. (colors preferred by professionals)
- It is important to button up your shirt till the collar button
- No floral, bold patterns. Wear stripes, checks or solid shirts
- Avoid Thick Stripe, Bold Checks and Floral prints.

TROUSERS -Wear

- Flat front Trousers
- Pleated Trousers
- Preferably Dark colours for formal occasions.

- Can wear chinos or khakis and light colours like beige for business casual occasions

ACCESSORIES

Dressing includes your Outfit, Personal grooming, and Accessories. Clients and investors pay attention to details, and so should you. The following tips for adding accessories to your Formal Work wear wardrobe will help you look your very best.
By Just adding these

Formal wear Accessories to your wardrobe, you can make rough look an epitome of perfection. When it's about formals, your accessories need to be sleek and refined in look. You also need to make right colour choices. We will discuss about all the accessories here...

A. Accessories Tips – Women

- Jewelry should be kept minimal and conservative.
- Remove all facial piercing except earrings.
- The 5 Piece Rule: Wear only 5 accessories - earrings count as 2; watch counts as 3, allowing 2 additional accessories, may be neck piece, or belt or bracelet or watch.

B. Accessories Tips - Men

- Men should limit accessories/jewelry to 3 pieces.
- Accessories include watch, ring, handkerchief.
- A dress watch should be worn, avoid athletic styles.
- Avoid bracelets, necklaces, and visible piercing

GROOMING

1. IMAGE BREAKERS

- Lipstick stains on teeth
- Chipped nail polish
- Cracked heel
- Wearing socks with sandal
- Dandruff
- Coloured socks with prints
- Sweaty underarms
- Very tight-fitting shirt
- Socks not matching with trouser

YIN-YANG SLIDE

- Classifies your physical, personality and clothing traits through sound technical evaluation
- Awareness of your dominant characteristic and range of personal style enables you to experiment and evolve a distinct & authentic style over a period of time
- The session assists you in discovering, developing and refining your personal style in clothes which becomes consistent over a period of time
- Choosing garments and accessories which suit and reflect your inner values and traits, thereby portraying an authentic Image with which you are totally comfortable in any situation
- Understanding the Yin Yang concept becomes an effective tool for solving Image related problems and in creating an authentic appearance necessary to look credible and reliable to achieve desired results in any situation

HISTORY OF SAREE

The saree is one of the world's oldest and perhaps the only surviving unstitched garment from the past.

Over the millennia, it has not only become a sensuous, glamorous all-time-wear for women, but also the 'canvas' for weavers and printers to create artistic weaves, prints and jewelled or gold-silver embellishments!

The word *sari* described in Sanskrit which means 'strip of cloth'

The unstitched single piece of cloth evolved due to ancient Hindu belief that stitching cloth made it impure. And so the four-and-a-half to eight meters of cloth – draped around the lower body and then with a tactful pleating

While there exists a professional or classical style of draping a saree, there are more than 80 variations of it across the subcontinent.

There's the pleat less Bengali and Odia styles, the Kodagu style saree which is a back to front version of the classic style, the two-piece Malayali version, and so on.

Variations also exist depending on the kind of fabric, as well as on methods of weaving that have been used. Hence there are the tie-dye Bandhani sarees, Chanderi cotton sarees and the numerous silk saree varieties including the Kanchipuram, Banarasi and Mysore sarees.

History of sari-like drapery is traced back to the Indus Valley Civilisation, which flourished during 2800–1800 BC around the north western part of the Indian subcontinent.

Cotton was first cultivated and woven in Indian subcontinent around 5th millennium BC. Silk was woven around 2450 BC and 2000 BC.¹

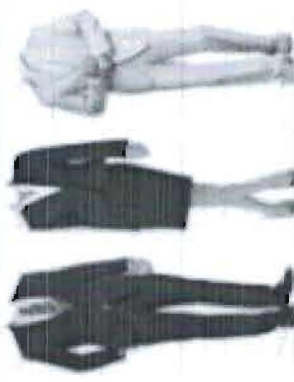
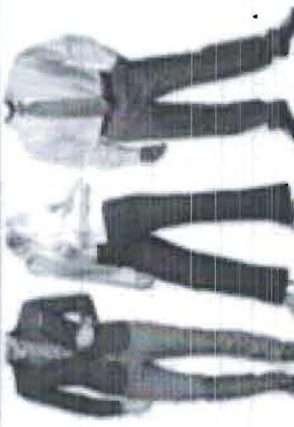

The history of the Indian **saree** is full of tradition, pride, and innovation.

- It represents the culture of India and **symbolizes** her way of life.

The many ways that the **saree** is worn says much of its versatility and durability

THANK YOU.

Professional Image Types

	Typical Fields	Expected Traits	Recommended Dress	Examples
Executive & Administrative	Management* Personnel Banking Finance Insurance Law Military Government	Authoritative Persuasive Knowledgeable Organized Efficient Trustworthy Formal Manner	Tailored Matched suit, including dress for women Structured Classic style Predictable use of line, shape, color, texture, and pattern	
Sales & Service	Retailing Education Real Estate Travel Counseling Health Care Hospitality Secretarial Clerical Social Worker	Authoritative Knowledgeable Effective Trustworthy Friendly Approachable Helpful	Softly tailored to casual tailored Unmatched suit, jacket, sweater, or vest layer including dress for women Structured to unstructured Classic style Less predictable use of line, shape, color, texture, and pattern	
Creative & Communications	Fashion Art, Music Theater, Television Architecture Interior Design Journalism Publishing Advertising Public Relations Computer Engineer	Creative Artistic Sensitive Individualistic Up-to-date Knowledgeable Efficient	Tailored, softly tailored, to casual tailored Matched or unmatched -suit Structured to unstructured Trend-setting styles acceptable to required Unpredictable use of line, shape, color, texture, and pattern	
Physical Labor	Construction Transportation Industrial Factory Janitorial Maintenance Recreation Sports Landscaping	Available Hard-Working Dependable Strong Informal Efficient	Casual tailored Non-suited Unstructured Classic styles, including collar Durable use of line, shape,color, texture, and pattern Possible uniform	