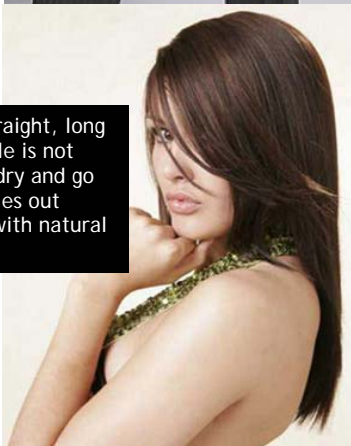


# Image Matters



A must have in a Stylist Executive's wardrobe - The Pantsuit



This straight, long hairstyle is not wash, dry and go for ladies out there with natural curls

Many think the way they look doesn't matter when it comes to achieving success or happiness in life, but it does.

Your first impression is made in seconds and you do not get a second chance at it. If you want to propel your career and your income, you need to discover and master the most effective Image Management techniques that will enable you to look better, more energetic, and dynamic and convey a sense of professionalism and efficiency. Everyday, we see business leaders and aspiring executives roam our streets in ill-fitting, unflattering clothes and dated hairstyles without any idea about the effect their appearance will have upon others. They know nothing about Colour Psychology or the effect that the style of their glasses, jacket or shoes will have.

Be very mindful of what your Image is saying about you, but do not forget that manners, common courtesy and knowing how to do the 'right' thing in any situation can also make or break the deal for you. In an increasingly casual 21st century, the whole generation is entering the workforce with gaps in their knowledge of what constitutes acceptable or appropriate behaviour.

The first rule of etiquette is to show consideration for the other party. If you dress well for the occasion, you are showing respect for your hosts. If you stop and think how the other person is likely to receive your communication, or respond to your behaviour, you will go a long way towards preventing misunderstandings. It will also help to build rapport and strong personal relationships. And these 'Guan Xi' are so vital to an individual and an organisational success.

In this issue, read about how you can look your professional best by starting with getting the right hairstyle! Next, we've got expert tips on how you can build a professional yet stylish wardrobe. And to top it off, we trust that our technology etiquette tips will arm you with everything you need to know about establishing positive communications with your counterparts and

clients through email, telephone, handphone and voicemail.  
Happy Reading!

Guinevere Ho  
Principal Image Consultant

## What's in this issue?

- **Nurturing Your Talents**
- **Ending Hairstyle Struggles**
- **Stylish Executives - 10 Wardrobe Essentials**
- **Technology Etiquette**

# Nurturing Your Talents

Talent Management is the buzzword in most organisations today although this is not a new issue.

Maslow's work over 50 years ago introduced us to the hierarchy of needs and with it the concept of self-actualisation, recognising the need to provide real meaning, purpose and true personal development for employees. This is truer now than ever with workforces becoming more self-aware and more discerning.



Talent management means different things to different organisations - it can range from a programme targeted at spotting high potential individuals through to a company-wide strategy to develop and nurture the skills of the entire workforce. It may incorporate succession planning, training, recruitment or retention but whatever the initiatives or focus it is likely to be about engaging, developing and retaining good performers at all levels. And what are we all striving to achieve? Quite simply the talent management challenge is to maximise both performance and potential. To do this we need to have a combination of good organisation processes and employees who are motivated and willing to develop. Effective talent management requires more than just good programmes, it requires individuals who not only have **ability** to develop but who feel that

they **can** realise their potential. In short it comes from **within** the individual.

**So how can Image Mastery contribute to your talent management strategy?**

Obviously we don't claim to be experts in developing the organisational processes required but we can contribute as part of an overall strategy. Our focus is clearly with the individual and there are 3 key aspects where we can assist:

- Performance
- Potential
- Engagement

**How can we do this?**

**Performance:**

Here training and skills development in image management, personal presentation and business etiquette will help individuals improve their *rappor building* and *communications*. This in turn will assist them to build a *positive profile* and add to their professionalism and reputation. Improving in these areas will also have a positive knock-on effect on how they use their job specific skills.

**Potential:**

At Image Mastery, we often see people who have great skills but lack confidence in their ability and this can stop them from moving forward. Learning about how to *create the impact they want* and how to *present themselves effectively* has a very definite effect on *self esteem and confidence*. If people are more confident about the way they come across it fuels a positive cycle that improves the way they build relationships and the perceptions others have of them. When people have higher self-esteem they are more likely to put their head above the parapet and go for it! The way they feel about themselves can have a direct link with their self-belief and therefore willingness to realise their potential.

**Engagement:**

Last but not least, if an individual is not engaged and onside with your strategies and can't see how you are supporting them to perform and realize their potential it will always be an uphill struggle. By investing in aspects other than job specific training you will demonstrate your support for the whole person and not just the job. This helps people feel rewarded, valued and good about the organization and their contribution, which of course encourages the ongoing motivation to do more and to do it better.

*Adapted from First Impressions, UK*

# Ending Hairstyle Struggles

**No matter what face shapes you have, do not fret, you can still look stunning by paying attention to your hairstyle and make-up.**



In this issue, we are going to focus on round face shapes.

When it comes to hairstyle, pay attention to what we call the **visual sightline**, where attention is drawn to on a person's face, is enhanced by where a hairstyle terminates. So, the more flattering hairstyles are those that do not stop at the jaw line, it should end above or below.

Secondly, add height to your face by creating volume at the top of your face to lengthen your face. Stay away from straight "chopped" bangs as it shortens the face. Avoid big-hair looks at all costs as well as hairstyles with lots of action going on at ear level.

Other than getting a flattering hairstyle, there are lots of things that can be done with make-up that will give the illusion of more length or make a full face appear thinner. Here are 5 make-up steps to help you achieve a slimmer face effect.

**Step 1:** Pick a foundation that is one shade darker than your usual foundation. Shade the sides of your face from the brow to the chin area. Blend inwards.

**Step 2:** Pick a slightly brighter foundation and apply in an inside-out motion on the rest of the face. Use a sponge to blend the two different foundation shades so that they appear seamless.

**Step 3:** Pay attention to your brows. Arched brows or highly arched brows elongate the face; pluck hairs below a full brow bone or fill in sparse brows with an angled brush & brow powder

**Step 4:** Play up brow by using a shimmer powder as a slimmer by gliding it over your brow bone;

**Step 5:** Use highlight to create a 3-dimensional look by highlighting strategic positions on your face with shimmer powder to create an illusion of a smaller face.



Smile and highlight the smiling muscles near your cheekbones



T-Zone: Brush downwards on the bridge of your nose



Use excess shimmer from the T-zone to highlight the chin for a sharper look

For the rest of you who are thinking of getting a new hairdo, consider these 6 key steps before you take the plunge as your hairstyle says a lot about who you are. Here you go.

- 1 Collect pictures, clippings, and photographs of hairstyles you like from magazines or anywhere you can lay your hands on.
- 2 Figure out what kind of face shape and body structure you have. In the hair, beauty and fashion worlds, face shape is the baseline for determining the most flattering cut, hairstyle and coloring. Do you have a round, oval, heart-shaped, or angular face shape? Choose which features on your face you'd like to emphasize or minimize. If you are a big frame or very tall person, you want to avoid overly short hair as it does not make you look proportionate.
- 3 Consider your hair texture and type. Coarse, fine, natural curl - consider these factors to ensure you get the most appropriate/flattering cuts for your hair texture and type. For example, if you have an oval face, a high forehead, and you want to draw attention to your eyes, you may opt for long layers with soft bangs. However, you'll need to keep those bangs and layers straight, and if you've naturally wavy or curly hair, it might not be easy!
- 4 Think about your current lifestyle. How much time (and money) you're willing to spend on maintaining your hairstyle. Longer styles require consistent dedication to maintain. A person with very fine hair

spotting a short bob hairstyle may need daily styling to achieve the same look.



Short bob for someone with fine hair needs daily styling to achieve the same look

- 5 Now, narrow your hairstyle options to those that flatter your face shape, emphasize your favorite features, and fit your maintenance criteria.
- 6 Finally, find a good hairdresser you can trust to put it to reality.

#### Some tips:

- Wavy hair can go short or long, but it depends on the waviness
- Curly hair looks better long
- Straight hair is pretty flexible, go for a daring haircut!
- Long hair is best if you are more shy or reserved
- Short hair is for people who like to draw attention to themselves, but remember that if you are a drama queen, you should have long enough to flick back onto your shoulder for a dramatic effect.
- Wavy hair can look really terrible when short, make sure if you cut it, it doesn't stick out in funny angles!

# STYLIST EXECUTIVES – 10 WARDROBE ESSENTIALS

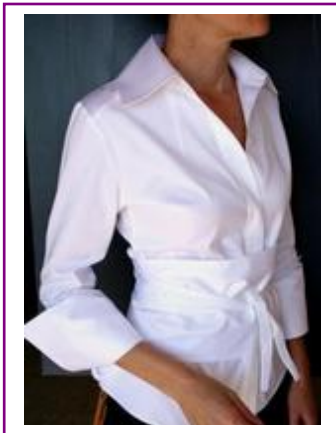
First impressions last and you never get a 2nd chance to make a good first impression.

Everyone knows that, that is why we all agonise over what to wear for a special occasion, or getting ready to meeting new friends. But your everyday office look can be just as difficult to achieve. They need to flatter you and make you feel confident and allow you to project your professionalism and authority.

While every woman has different requirements from her wardrobe, there are some basic clothing items that every working woman should have hanging in her closet.

We at Image Mastery International have devised The Ten Essential Wardrobe Elements that includes practical pieces around which you can build your wardrobe. These Ten Elements are mostly classic pieces, but what's important is getting the right fit, ensuring they transcend time, and are flattering for your body shape.

**1) A WHITE COLLARED SHIRT** – It is very versatile as it works with everything. For the



outfit that goes with certain colours only, for the neutral suit or the comfortable jeans, the white collared shirt is the most in-demand item in a well-dressed woman's closet. It is the solution when all else has failed her

and it never goes out of style. You can personalise the look with jewellery. A chunky necklace gives a more dynamic effect while a slim pendant and earrings creates a more classy air.

**2) WELL-CUT PANTS** - Every woman must own at least one pair of well-cut pants in a neutral shade that is flattering. A fitted pair will increase your confidence, provide comfort as it allows you to move about easily and does not make your bottom look too big. You absolutely want to avoid any slim-legged pant or pants with side zippers if you are trying to de-emphasize your hips. In general, go for pants with medium weight fabric; avoid those with stretchable fabric as they do not keep the shape well. For a trendy look, you can match the pants with a tunic or blouse in the season's cut and colour.

**3) THE PERFECT PANTSUIT** - A pantsuit made of a medium-weight fabric is one of the most versatile items any woman can own. It inspires confidence in the boardroom, and yet brings you from office to shopping with equivalent ease. Dark colour suit conveys more authority so you may like to stock up on pantsuits in black, navy, dark brown or dark grey. Stick with classic styles and avoid anything and everything with a "trendy" feel. Think simple and elegant and quality fabric is a must. When you put the right suit on, you will feel both powerful and feminine. Wear a camisole, or a blouse with interesting details such as ruffles or laces under the pantsuit jacket to create a variety of different looks and moods.

**4) STRAIGHT CUT KNEE LENGTH SKIRT** - A straight skirt of knee length is flattering on nearly every body type. The skirt should be

fitted, without being too tight and should hang straight past the curves of the hips, skimming over the thighs. Select a skirt that zips closed and avoid having buttons as they may gap. Skirts with pleats tend to emphasize heaviness. To create a classic look, pair it with a matching jacket, complementing blouse and an interesting jewellery or unusual shoes or handbags. For the ultra-femme look, you can throw on a blouse with cascading ruffles.



**5) THE LITTLE BLACK DRESS -**

A black evening dress is an absolute must in every woman's wardrobe. It is elegant, chic, and suits any formal occasion. Throw a jacket over, and it can take you from office to evening cocktail party. If there is only one piece of designer apparel in the closet, this should be it.

Select a black dress of a woven fabric (stretchy dresses will not hold their shape well) and one that not only suits your body shape, but also with a hemline and neckline that flatters your figure.

**6) JEANS** – Comfortable, simple and sexy – denims can be casual or elegant, depending on how pieces are mixed together. Combined with a stylist white shirt, a denim jean inspires classic elegance and style suitable for Dress-Down Fridays. Take time to find a pair that flatters you. A medium-waisted pair is kinder to women with a “muffin top” as it holds everything in. A slight bootleg cut does wonders for woman with heavy thighs and also creates a taller look.

**7) HIGH HEELS** - A pair of classic black high-heel shoes are timeless. Be cautious in your choice. In some workplaces, open-toed and

strappy heels aren't considered appropriate as they are still deemed to be too sexy. Don't go for a heel that is too high either. What is 'too high'? Three inches is pushing the limit for some and the standard is between two and three inches. Avoid trendy designs with bows and other accents as trends come and go.

**8) A CLASSIC WATCH** – Watch fashions come and go, opt for a timeless classic watch or put on a men's classic timepiece for an individual fashion statement.

**9) STYLISH HANDBAG** – A simple and elegant handbag will spruce up the most basic of outfits and give it life and personality. Combining form and function, you can have both style and personality in a good stylish handbag - whether it is a leather tote bag or a designer label shoulder bag. Stick with a neutral color like black, brown, or taupe though. Your bag needn't match your shoes but you don't want it to clash with them either.



Every woman needs a great bag!

**10) ACCESSORIES** – Accessories are the simplest way to spice up an outfit and to give your outfit a variety of looks. A string of pearls will create a classy air while a chunky necklace says you are hip and forward looking. For evening office cocktails, cocktail rings add a dash of colour and a bit of bling. Always buy the outfit first and accessorise last. Be creative, have fun incorporating funky and/or classy pieces into your wardrobe to reflect your own personal style.

# TECHNOLOGY ETIQUETTE - EMAIL, VOICEMAIL & TELEPHONE

The use of mobile phones, voice mail and email has become a way of life in business. However, the rules of etiquette have not always kept pace with the innovations of technology. Here are some of the Dos & Don'ts of techno-etiquette so you can avoid the pitfalls of modern technology in business.

## EMAIL

Email has become the preferred method of communication for many people in business, but if not used properly, it can be detrimental to relationships and careers. Email is a silent form of communication. The other party can neither see you speak nor hear your vocal intonations; hence, the message is contained entirely in the words you choose to write and send. Because the reader misses out on the nuances of your verbal and visual delivery, it is very prone to miscommunication and misunderstandings.

Before you hit the send button, it is important to proof-read the content for spelling and grammar mistakes. But it is also important to read the message aloud; it is the only way to check the tone of your message. Does it sound polite, brusque, respectful or mean? Say it out loud and you will be able to hear how it will sound in the recipient's head when he or she reads it. Don't forget to add words like please? And thank you? Those two phrases can transform the snippiest of demands into a polite request.

Email is best used for short, simple and straightforward information. Any message longer than about half the computer screen is too long. If your content is long, consider calling the other party instead to go over the main points and follow-up with an email to summarise the key points of the conversation.

Alternatively, consider sending a short email and sending the details as an attachment or fax. Keep in mind, though, that you should first ask permission before attaching any large files.

The use of email has become prevalent in business because it provides, in writing, information that one needs quickly. However, if the matter can be communicated over the phone, do provide the human touch by picking up the phone and call or arrange a face-to-face meeting instead. The human touch is often missing from our communications and customers and co-workers alike will appreciate the time and effort it took for you to call or stop by. Try doing both at once? Send an email, but call as well to give the recipient a heads up? Hearing your message will enhance their reading of it. Here are more tips on email etiquette:

- Assume any message you send is permanent and may likely be forwarded to others.
- Start with a salutation. Continue to use salutations until the relationship is well established.
- Respond to all questions when returning e-mail.
- Do not use email to send trivial, confidential or sensitive information. Anything truly sensitive or urgent should be telephoned.
- Never use email to reprimand someone.
- Never express political or religious opinions via email.
- Use humor and sarcasm sparingly. Recipients may not get the joke.
- Use industry or email acronyms, abbreviations, or emoticons sparingly.
- Define your subject in the subject line.
- Use upper and lower case when writing.
- Use signatures with complete personal contact information.

- Allow 1-2 days for a response. If you need an immediate response, call as well.
- Respond to your incoming emails within 24 hours. If you need more time to respond, call or email that you are looking into it and will get back to them ASAP.

## MOBILE PHONE



We all have a love-hate relationship with mobile phones. They are a wonderful invention when we need them, but annoying when we hear someone else's

mobile phone ring especially in a cinema, during a meeting or are forced to listen to their side of a conversation.

Conducting a mobile phone conversation in a public place is only appropriate in an emergency. Excuse yourself to a private location before placing any mobile phone call. Noise pollution by mobile phone is getting increasingly annoying. The only correct way for mobile phones to ring, and that is not at all. Turn all mobile phones to vibration mode only.

## TELEPHONE

- Answer incoming calls quickly identifying yourself by first and last name.
- Identify yourself whenever you place a call. Start with your first and last name, company, and nature of call.
- Speak slowly and clearly.
- Listen attentively and add verbal agreement.
- Use Salutations: Mr., Ms., Dr., Sir, Mdm.
- Return messages within 24 hours.
- If you're in someone else's office when they get a phone call, offer to step outside.

- Don't take any calls when someone is in your office, unless it is urgent.
- Don't talk to anyone else while you're on the phone.
- Don't do any other work or eat while on the phone.
- Ask the other party for permission if you want to put them on hold. Never keep someone on hold for more than a minute. Each time you return, thank them for holding.
- If you need to put them on hold for longer than a minute, offer to call them back.
- Do not put an overseas caller on hold, offer to call them back if you need time to check for information.

## VOICEMAIL

- Your outgoing voicemail should include your name, title and company name
- Keep your outgoing voicemail message current. Update the message weekly or daily.
- When out of town, state in your message when you will be back, whether you will be checking in for messages, how to contact you or who to contact in your absence.
- When leaving voicemail for others, give your name slowly with proper spelling, company name and phone number at the beginning. Briefly specify the purpose of your call. Let them know the best time to reach you. Leave your phone number again at the end of the message.
- Try not to ramble when leaving voicemail. Messages should be no longer than thirty seconds.

Image Mastery International, a Franchise of First Impressions, U.K. is an image consultancy firm that specializes in Corporate and Personalised Image and Etiquette programs. For Enquiries, please call **Guinevere Ho at 8163-8169** or email to [quin@imagemasteryint.com](mailto:quin@imagemasteryint.com).