Image is Everything!

SNAM Fall Conference 2018
Lansing Center
Saturday, October 27, 2018
3:30 pm – 4:30 pm
Speaker Introductions

Sue Bevins, SNS  
Child Nutrition Manager  
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Child Nutrition Consultant  
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Housekeeping

- Silence cell phones
- Restrooms
- Questions
Participants will:

* Experience first hand how image affects first impressions
* Develop an understanding of the importance of maintaining a professional image
* Learn small changes to make to gain respect and cooperation
First Impressions
One Shot at a First Impression

- Those that you meet for the first time will form an impression of you within seven seconds or less
- What do you want people to know about you?
  - I’m an expert!
  - I’m compassionate, caring and empathetic!
  - I’m in charge!
  - I don’t belong here.
  - I’m just here for the paycheck.
  - Where am I supposed to be?
Positive First Impressions

* What **will** people think about you based on:
  * How you dress?
  * How you speak?
  * Your body language?
  * Your personal image?
  * How you speak to co-workers?
  * How you treat customers?

*My first impressions of people are invariably right.*

*Oscar Wilde*
Positive First Impressions

* Align how you present yourself with how you want others to view you
Professionalism
Professionalism – What Is It?

* The skill, good judgment, and polite behavior that is expected from a person who is trained to do a job well.
* The conduct, aims, or qualities that characterize or mark a profession.
* What you see or hear from a person that makes you know they are a professional.
Leadership Presence – a collection of skills and attributes, and a critical element to complement expertise and hard work.

Leadership Presence is important and shown in a variety of ways:

* Courtesy – towards customers and co-workers
* Knowledge – of job skills, generates ideas
* Demeanor – how you conduct yourself
* Generates trust, respect and influence
Professionalism

Body Language – energy, self-assurance, walk, posture, eye contact, smile

Communication Skills – your voice controls the delivery of your message; volume, inflection, pitch

Interpersonal Communication – engage others, be warm and authentic, listen, be open to other points of view, let others know you value them

Image – earns you respect and provides a positive view of your program, the department and the district
Professionalism

**Character** – the mental and moral qualities distinctive to an individual. What you do when no one is watching.

**Integrity** – the quality of being honest and having strong moral principles; moral uprightness.

**Morals** – a person’s standards of behavior or beliefs concerning what is and is not acceptable for them to do.

**Code of Ethics** – the mission and values of the organization. How professionals approach problems and the standards to which you are held.
Appearance
Appearance and Image

- Appearance is the basis of first impressions
- Your image is tied to your appearance
- How you dress will impact how others view you
- What is a professional image?
Appearance

- The way that someone or something looks
- A sense impression or aspect of a person
- “Visual resume”
- Making a good first impression is key, you don’t get a second chance!
Appearance

* Affects perception of your capability in a leadership role.
* Builds confidence – to perform as a leader, including new or additional responsibilities.
* Appearance translates to performance.
* Understand what is appropriate.
* What is on the outside DOES matter!
Professional Appearance

**What to wear?**

**BUSINESS PROFESSIONAL**
- Light Button-Up Shirt
- Pressed Suit
- No Bulky Jewelry
- Polished, Closed-Toe Shoes
- Appropriate Length Skirt
- Natural Looking Makeup
- Portfolio

**BUSINESS CASUAL**
- Nice Blouse
- Pressed Suit

**BUSINESS PROFESSIONAL**
- Fresh Haircut
- Clean Shaven

**BUSINESS CASUAL**
- Matching Belt and Shoes
- Pressed Slacks

*This guide demonstrates acceptable Business Professional and Business Casual Attire for your upcoming career events.*

*Note:* For interviews, always choose Business Professional attire.
Grooming Basics

- Always be neat and clean
- Fingernails short to medium length, clean and free from chips
- For colored hair, avoid roots showing and unusual colors
- Makeup should be minimal and natural looking
- Men should be clean shaven, check with your health department if facial hair is allowable
* Avoid fragrances such as cologne, perfume and body sprays
* Shower regularly
* Use deodorant
* Avoid nail polish and artificial nails; if used, neutral colors only *

* Check with the local regulatory authority for whether or not polish is allowed
Appearance

* Dress appropriately for the meeting or event
* Clothes should be clean and well-pressed
* No buttons missing or falling hems
* No torn, stained or discolored clothing
* Invest in clothes that fit and reflect your program environment
* Wear well-kept, polished shoes
* Present a polished, put together look
Tattoos and Piercings

- Cover your tattoos
- Avoid getting tattoos in areas that cannot be covered by business attire
- Remove facial piercings *
- Avoid multiple piercings on ears

* The local regulatory authority does not permit facial piercings while working in the kitchen
Appearance - Men

Dress for the environment

AVOID:
* Wrinkles in your shirt
* Loose collars
* Slouchy pants
* Dragging hems
* Torn pockets, belt loops and seams
* Worn belts or shoes
* Tight or baggy clothing
Appearance - Women

* Pull long hair back; no longer than shoulder length is best
* Invest in a few good pieces to fit your business environment
* Closed-toe shoes with small heels
* Subtle, natural makeup, neutral tones
* Importance of base outfits
* Sleeveless blouses under jacket only
* Small to medium jewelry, simple styles
Appearance - Women

AVOID:
* Sandals and flip flops
* Noisy, dangling jewelry
* Open-toe shoes are not appropriate while working in the kitchen due to safety standards
* Very high heels
* Tight or baggy clothing
What if you have to wear a uniform to work?

Sloppy Versus Sharp
Social Media

* Search yourself often on all venues
* Remove any questionable photos
* Ask your friends to remove compromising information or photos
* Don’t share political views on social media
* Don’t show alcohol in photographs
* Be sure that your digital presence reflects your professional image
Adding Polish to Your Image

* Invest in versatile base pieces; skirts, pants, jackets, blouses, shirts, shoes
* Keep a change of clothes for those unexpected opportunities to present your best self
* Use a lab coat or apron to protect your business attire while working in the kitchen
* Clean up your social media
* Put on your happy face at all times
Closing Thought

Dress for the job you want, not for the job you have

Remember: It’s a journey!
Questions???
Professional Development

Your Professional Development code for today’s session is:

Administration - 3300
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