

Testing and Perfecting Your Brand for Success

Has your business gone “business casual”? You’re probably celebrating the relaxed dress code. More comfortable! Less expensive! But before you break out the Champaign, don’t stray into the business casual trap. What’s the trap? It’s the belief that your clothing choices don’t matter anymore. Since the company has gone business casual, everyone is more laid back and therefore they make their decisions based on your other qualities: Your skill, your personality, the quality of your work.

To the contrary, your clothing choices for business casual can have a greater impact on your success than when business formal was the code. Why?

1. People still assess your professionalism, in part, by your business attire.
2. With so many people dressing a bit carelessly, it doesn’t take much to stand out, so take advantage of the opportunity!
3. A little careful planning could tip the scales toward greater career success.

Are the clothes you are currently wearing working for you? Test the results! Are you getting the projects you want, the sales, the promotions, the opportunities? Or are you being passed over? You can test what style of clothes work best for you, jeans/t-shirt, dockers/blouse/shirt, pant suit/sport coat casual. You can even determine what type of shoe to wear, athletic, flip flops, sandals, closed toe casual, closed toe dressy.

To begin, evaluate the response you receive for what you are currently wearing, then change one item and test the results. Use the following form as a guide:

1. What did I wear today?

Clothes

Jacket _____
Top/Blouse/Shirt _____
Skirt _____
Pant _____
Dress _____

Hair

Cut _____
Color _____

Make-up

Accessories

Earrings _____
Necklace _____
Scarf _____
Watch _____
Brief Case _____
Purse _____
Nylons _____
Shoes _____

7. Did I get the:

Sale	1	2	3	4	5	6	7	8	9	10
Promotion/Job	1	2	3	4	5	6	7	8	9	10
Legal Argument	1	2	3	4	5	6	7	8	9	10
Proposal	1	2	3	4	5	6	7	8	9	10

8. Other comments:
