Presenting Your Best “You”

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Affiliation or Financial Disclosure

• Sue Bevins
  • Nothing to Disclose

• Carolyn Thomas
  • Nothing to Disclose
Housekeeping

- Silence cell phones
- Restrooms
- Questions
Objectives

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

You have 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.
Professionalism

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:
  - Natural looking makeup
  - No bulky jewelry
  - Appropriate length skirt
  - Polished, closed-toe shoes

- Business Casual:
  - Fresh haircut
  - Clear shaven
  - Appropriate tie
  - Watchdog 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
Grooming Basics

- Avoid fragrances such as cologne, lotion, 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

* Check if your local regulatory authority permits 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
Uniforms

What if you have to wear a uniform to work?

Sloppy Versus Sharp
Step it Up
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
Add 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 Code

Your Professional Development code for today’s session is:

Administration - 3300
Speaker Contact Information

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Thank You!