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Executive Search & Board Advisory

## PRESENTATION MAKES A DIFFERENCE – DRESS FOR SUCCESS

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*"Others have seen what is and asked why. I have seen what could be and asked why not?"* Pablo Picasso

A large part of getting ahead whether we like it or not is sending the right signals to those higher up in the organisation or to the external stakeholders. You have to look good. Dress for the role. It may sound superficial but if you are in a technology company it is one outfit, if it's an investment bank it is another. Perception is reality, it makes sense to look like you are a part of the group, but try to look a little better than the group.

In business, it is true that you never or rarely get a second chance to make a good first impression. Don't underestimate first impressions. Being neat and well-groomed is important as is a smile and good handshake. Good posture, standing up straight, leaning a little forward as someone who takes the lead all make a positive impact. Dressing your part, whatever that part is, is effectively communicating the impression of who you are and where you are headed. You are representing your title, company, colleagues and most importantly yourself.

Some studies have argued the point that dressing well for work assists an employee's productivity, i.e., they feel better well dressed and perform better, when presenting to clients or in skype calls with or to colleagues and in business negotiations. Wearing good clothes, being well groomed, it has been suggested raises one's confidence level and the perception of others and the level of engagement with others. It has also been put forward that one attains a higher level of abstract thinking by being dressed up as to being casually clothed. The argument is one is feeling more confident and is able to focus on the big picture compared to the detail.

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It is interesting to observe individuals who only dress well when they have a client to meet, or are going to make a presentation or have an event to attend. They are missing out on the opportunity to consistently present themselves most favourably in front of their peers and leaders. Why not dress well and treat your colleagues as your clients. Ultimately word spreads and reputations are quickly built internally and externally.

What style of clothes represents formal or higher-status dress can depend on the industry or whom you talk to. Fashion consultants offer insights that could be valuable and argue what you will be wearing should be top of mind first thing every day. Some executives gain fashion advice as part of their overall presentation and development in the belief they are giving themselves every chance of success, particularly in front of media and key stakeholders.

Ultimately the business world is competitive, and it doesn't make a large amount of sense to provide your competitor with an edge if they are better mannered, groomed and attired.

## Blenheim Partners specialise in:

- Executive Search;
- Non-Executive Director Search;
- Board Strategy and Structure Consulting;
- External Succession Planning; and
- Executive Re-Engagement / Transition.

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Founded in 2012, our team have acted as specialist adviser to many of the world's leading corporations on Board and Executive performance, capability and succession planning.

Our consultants have worked with clients from all sectors and a broad range of geographies. They include over 80 of the ASX 100, 10% of the FTSE 100, Private Equity, Multinational, Private Family and Mutually Owned Companies.

Our work includes assignments that are both local and international in scope.

Our team consists of senior Search Consultants, Human Resource Directors,

Psychologists, Coaches and exceptionally experienced Researchers.

Blenheim Partners is continually investing in knowledge and understanding as exemplified by our Thought Leadership "The Challenges of Attaining Growth", Industry Papers and monthly Market Intelligence reports.

Our philosophy is to develop deep and committed relationships with a select number of clients and help them deliver a superior performance by optimising the composition of their Board and Executive team.

Our culture is built on pride, professionalism, esprit de corps and client service.

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