

# Professional Image Assessment

## MAXIMIZE YOUR POTENTIAL

**INSTRUCTIONS:** Read each question and check off the appropriate answer. (not applicable, yes, sometimes or disagree) Total up your responses in each column. Please remember to subtract the not applicable questions from your total so you can determine your accurate percentage. **IMPORTANT:** The sometimes and no/disagree responses will highlight your potential areas of improvement.

## IMAGE AWARENESS

| No. | Assessment Question   | N/A | YES | NO |
|-----|---|-----|-----|----|
| 1   | I am impeccably well groomed  |     |     |    |
| 2   | I feel good about the way I look  |     |     |    |
| 3   | I understand the connection between mind and body                         |     |     |    |
| 4   | I consciously try to make a good first impression                         |     |     |    |
| 5   | My sales and customer service levels are where they need to be            |     |     |    |
| 6   | People respond to me the way I want them to                               |     |     |    |
| 7   | I am appropriately dressed for every occasion                             |     |     |    |
| 8   | My communication skills are optimal                                       |     |     |    |
| 9   | I always wear age appropriate clothing                                    |     |     |    |
| 10  | I am aware of the messages my clothing is sending                         |     |     |    |
| 11  | I feel confident and powerful   |     |     |    |
| 12  | I give off a positive energy  |     |     |    |
| 13  | I have been promoted  |     |     |    |
| 14  | I am respected in my field  |     |     |    |
| 15  | I concentrate on how I deliver my message and not just on the words I use |     |     |    |
| 16  | Others see me as credible and trustworthy                                 |     |     |    |
| 17  | I am conscious of my body language  |     |     |    |
| 18  | I dress to suite my coloring and body type                                |     |     |    |
| 19  | I feel comfortable in my clothes  |     |     |    |
| 20  | I have clothes for each occasion (work, leisure, formal, casual)          |     |     |    |
| 21  | I am an entrepreneur and I include my image as part of my strategic plan  |     |     |    |
| 22  | I spend my clothing money on where I spend my time (casual, formal, etc.) |     |     |    |
| 23  | I know good manners gives me power  |     |     |    |

**SCORE:**

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## APPEARANCE

### HAIR & GROOMING

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | I have a current hair style  |     |              |           |               |
| 2   | I have my hair cut or trimmed at least every six weeks   |     |              |           |               |
| 3   | I color my hair and it is redone regularly (maximum six weeks)   |     |              |           |               |
| 4   | My hair is always clean and healthy looking  |     |              |           |               |
| 5   | I periodically ask my stylist for color and style recommendations based on my coloring, work environment and lifestyle                   |     |              |           |               |
| 6   | Others provide me positive feedback on my hair   |     |              |           |               |
| 7   | I go to a reputable salon  |     |              |           |               |
| 8   | My hair style and color reflect the message I want to portray to others in my work environment (either professional, creative or casual) |     |              |           |               |
| 9   | Men- if you have facial hair is it kept well-trimmed and tidy  |     |              |           |               |

SCORE:

### MAKE UP

| No. | Assessment Question   | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | I wear make up to work  |     |              |           |               |
| 2   | I make sure I blend my make up well   |     |              |           |               |
| 3   | I don't apply my make up the same when going to work as I do when going out in the evening or to social functions |     |              |           |               |
| 4   | I have had my make up done professionally   |     |              |           |               |
| 5   | I have changed the way I apply my make up in the past five years  |     |              |           |               |
| 6   | I know what make up colors suit my coloring   |     |              |           |               |

SCORE:

### JEWELRY

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | I use jewelry to update or change the look of my outfits                             |     |              |           |               |
| 2   | I use jewelry to introduce trendy colors into my wardrobe                            |     |              |           |               |
| 3   | People do not notice my jewelry before they see me                                   |     |              |           |               |
| 4   | When I do presentations, I do not wear very noticeable, noisy or distracting jewelry |     |              |           |               |
| 5   | As a man, I never wear more than three pieces of jewelry to work                     |     |              |           |               |
| 6   | I never wear a bulky sport watch for formal business attire                          |     |              |           |               |

SCORE:

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### SCARVES

| No. | Assessment Question                                     | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | I wear scarves (fashion or winter)                      |     |              |           |               |
| 2   | I know how to wear scarves                              |     |              |           |               |
| 3   | I use scarves to bring some color to plain outfits      |     |              |           |               |
| 4   | I use scarves to introduce trendy colors to my wardrobe |     |              |           |               |

SCORE:

### TATTOOS AND BODY PIERCINGS

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | I understand that visible body piercings and tattoos are personal expressions of individuality and are not accepted in most business settings and I do not display mine* |     |              |           |               |

\*In some business circles that are artistic and creative in nature they may be accepted.

SCORE:

### NAIL & HANDS

| No. | Assessment Question   | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | I keep my nails well-manicured  |     |              |           |               |
| 2   | I always carry hand lotion  |     |              |           |               |
| 3   | I do not keep my nails too long   |     |              |           |               |
| 4   | I do not wear vibrant or trendy colored nail polish to work in a business setting |     |              |           |               |

SCORE:

### WARDROBE

The clothes you wear send powerful messages to other and communicate many of you personal attributes such as; social status, personality, confidence, conformity or lack of, occupation, individuality, intelligence, attention to detail, energy.

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | I know the 4 forms of business attire and how dress for each one |     |              |           |               |
| 2   | All my clothes fit properly                                      |     |              |           |               |
| 3   | I keep my clothes well maintained and mended                     |     |              |           |               |
| 4   | My clothes are always wrinkle free                               |     |              |           |               |
| 5   | My clothes are not missing buttons                               |     |              |           |               |

► WARDROBE CONTINUED ...

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## MAXIMIZE YOUR POTENTIAL

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 6   | My clothes do not have pills (small balls of fiber)  |     |              |           |               |
| 7   | My clothes are current and updated   |     |              |           |               |
| 8   | My clothes do not look worn  |     |              |           |               |
| 9   | I purchase investment pieces   |     |              |           |               |
| 10  | I purchase clothes in similar color groups for ease of grouping  |     |              |           |               |
| 11  | I plan my wardrobe purchases   |     |              |           |               |
| 12  | My clothes harmonize with my coloring  |     |              |           |               |
| 13  | My clothes flatter my body type  |     |              |           |               |
| 14  | My clothes are properly cleaned and maintained   |     |              |           |               |
| 15  | When I make lifestyle changes, my wardrobe shifts to reflect the change  |     |              |           |               |
| 16  | I feel comfortable in my clothes   |     |              |           |               |
| 17  | I know and understand my company culture and dress code and I make sure I am following guidelines              |     |              |           |               |
| 18  | I dress for the position that I am aspiring to   |     |              |           |               |
| 19  | I am clear on what I am expected to wear on business casual days   |     |              |           |               |
| 20  | Even when I work on the phone, I still maintain a professional dress code                                      |     |              |           |               |
| 21  | Women- I do wear a jacket to work (if suitable for your work environment)                                      |     |              |           |               |
| 22  | The clothing I wear is in proportion to my body, features, height, weight and bone structure                   |     |              |           |               |
| 23  | I wear a good quality belt that is not worn looking  |     |              |           |               |
| 24  | I never use a broken umbrella  |     |              |           |               |
| 25  | I pay attention to my shoes and regularly repair heels before they wear  |     |              |           |               |
| 26  | I match my shoes with my attire, casual dress, casual shoes, formal wear, formal shoes                         |     |              |           |               |
| 27  | I regularly dry clean my outer wear (coats)  |     |              |           |               |
| 28  | Men- I do not wear a short-sleeved shirt with a tie when I want to project a professional image                |     |              |           |               |
| 29  | When standing and wearing a double-breasted jacket my buttons are done and unbuttoned when I sit down          |     |              |           |               |
| 30  | When I wear a single-breasted jacket with anywhere from two to five buttons I never button the bottom button   |     |              |           |               |
| 31  | With a three-button jacket, I button the top two buttons, a single button at the middle or just the top one    |     |              |           |               |
| 32  | My tie reaches my belt buckle and never ends above or below  |     |              |           |               |
| 33  | The width of my tie is close to the width of the lapel on my jacket  |     |              |           |               |
| 34  | I always buy good-quality ties. When I hold the tie from the small end it does not twist and it is fully lined |     |              |           |               |
| 35  | When I wear dress socks, they are long enough to cover my leg when I sit down                                  |     |              |           |               |

► WARDROBE CONTINUED ...

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| No. | Assessment Question   | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 36  | Socks that match my shoes or pants are best   |     |              |           |               |
| 37  | When wearing a suit, shirt and tie I always choose one in a plain fabric                                      |     |              |           |               |
| 38  | I wear clothing appropriate for each season   |     |              |           |               |
| 39  | I do not wear low or revealing necklines to work  |     |              |           |               |
| 40  | When wearing skirts or dresses for business I never wear them shorter than two or three inches above the knee |     |              |           |               |

SCORE:

## PERFUMES

| No. | Assessment Question                           | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | I avoid using fragrance in a business setting |     |              |           |               |

SCORE:

## HOSIERY

| No. | Assessment Question                                | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | I always wear hosiery in a formal business context |     |              |           |               |

SCORE:

## EYE GLASSES

| No. | Assessment Question                                       | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | My eye glasses are clean and spot free                    |     |              |           |               |
| 2   | My eye glass frames are current (not referring to trendy) |     |              |           |               |

SCORE:

## HYGIENE

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | Shower or bath every day   |     |              |           |               |
| 2   | Brush and floss teeth as recommended   |     |              |           |               |
| 3   | Visit a dentist every six months to maintain the health of my teeth and gums |     |              |           |               |

SCORE:

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### COMMUNICATION

#### WRITTEN

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | When writing an e-mail, I understand that I must choose my words carefully that although e-mail is impersonal, I am communicating with real people |     |              |           |               |
| 2   | I am never rude when sending e-mails   |     |              |           |               |
| 3   | I always keep my messages brief and to the point   |     |              |           |               |
| 4   | I always check for correct grammar and spelling  |     |              |           |               |
| 5   | My full name is always included in my messages (not initials)  |     |              |           |               |
| 6   | I never use upper case to emphasize  |     |              |           |               |
| 7   | I send emails and letters using the rules of proper spelling, punctuation and sentence structure   |     |              |           |               |

**SCORE:**

#### CONVERSATIONAL

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | I am always courteous when communicating with others   |     |              |           |               |
| 2   | I never interrupt another person when they are speaking  |     |              |           |               |
| 3   | I am a good listener and pay attention when others are speaking  |     |              |           |               |
| 4   | I never overpower the conversation and give others an equal opportunity to speak   |     |              |           |               |
| 5   | I am open to listen to others point of view  |     |              |           |               |
| 6   | I never try to finish other people's sentences   |     |              |           |               |
| 7   | I ask others open ended questions to encourage them to speak   |     |              |           |               |
| 8   | If someone tells a story repeatedly, I inform them that I have heard the story before but I communicate this in a positive way |     |              |           |               |
| 9   | I don't engage in bragging   |     |              |           |               |
| 10  | I don't tell obscene jokes or swear  |     |              |           |               |
| 11  | I try to match the tempo of my voice with the person I am speaking to  |     |              |           |               |
| 12  | When I want to emphasize a point, I pause  |     |              |           |               |
| 13  | I say please and thank you at every opportunity  |     |              |           |               |
| 14  | I never gossip or insult others  |     |              |           |               |
| 15  | I don't use slang "like" "you guys"  |     |              |           |               |
| 16  | I never complain but offer up solutions  |     |              |           |               |
| 17  | I don't use filler words such as "um" "ah"   |     |              |           |               |

**SCORE:**

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## MAXIMIZE YOUR POTENTIAL

### BODY LANGUAGE

| No. | Assessment Question   | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | I know my body language speaks louder than the words I use                              |     |              |           |               |
| 2   | My body language matches my words   |     |              |           |               |
| 3   | I often nod my head to show others that I am listening                                  |     |              |           |               |
| 4   | I keep my body open when interacting with others  |     |              |           |               |
| 5   | I pay attention to my posture   |     |              |           |               |
| 6   | When I enter a room, I stand equally balanced on both feet until I am asked to sit down |     |              |           |               |
| 7   | I do not fidget or exhibit any nervous gestures   |     |              |           |               |
| 8   | I maintain appropriate eye contact when communicating                                   |     |              |           |               |
| 9   | My stance is natural, confident and relaxed but not sloppy                              |     |              |           |               |

SCORE:

### BEHAVIOR

| No. | Assessment Question  | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|--|-----|--------------|-----------|---------------|
| 1   | I do not chew or snap gum in social or business settings   |     |              |           |               |
| 2   | I never promise what I can't deliver   |     |              |           |               |
| 3   | I am never late for meetings or appointments   |     |              |           |               |
| 4   | I treat everyone with respect, whatever their status   |     |              |           |               |
| 5   | After a job interview, I send a letter of thanks   |     |              |           |               |
| 6   | I am a smoker and I take extra care not to smoke 20 minutes prior to meeting with someone and I carry breath mints |     |              |           |               |
| 7   | As a smoker I air out my clothes after each wear   |     |              |           |               |
| 8   | I avoid carrying a briefcase and a purse at the same time  |     |              |           |               |

SCORE:

### VOICE TONE

| No. | Assessment Question   | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | I am very careful of my tone when speaking to others                                    |     |              |           |               |
| 2   | My voice is pleasant, clear and natural   |     |              |           |               |
| 3   | The volume of my voice is appropriate for the size of the audience and the circumstance |     |              |           |               |
| 4   | I vary the pitch of my voice so I do not sound monotone                                 |     |              |           |               |
| 5   | I speak at a rate that is not too fast or too slow                                      |     |              |           |               |

SCORE:

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## MAXIMIZE YOUR POTENTIAL

### ETIQUETTE

| No. | Assessment Question   | N/A | YES / Agreed | Sometimes | NO / Disagree |
|-----|---|-----|--------------|-----------|---------------|
| 1   | I know that business etiquette does not follow gender-determined principles. Everyone is on equal footing and distinctions are determined only by rank and position |     |              |           |               |
| 2   | In a business environment when someone enters the room, I stand to greet them   |     |              |           |               |
| 3   | In a business setting I never cup another person's hand when shaking their hand   |     |              |           |               |
| 4   | I smile frequently  |     |              |           |               |
| 5   | I introduce the younger or less important person to the older or more important person  |     |              |           |               |
| 6   | I say please and thank you at every opportunity   |     |              |           |               |
| 7   | When I am standing by the panel on the elevator, I hold the door for others, and press the buttons for their floors   |     |              |           |               |
| 8   | I do not carry on a personal conversation on an elevator  |     |              |           |               |
| 9   | When entering an elevator, I give others the room to leave first  |     |              |           |               |
| 10  | I call a meeting only when I have a clear purpose and agenda  |     |              |           |               |
| 11  | I always start my meetings on time  |     |              |           |               |
| 12  | I only invite people to meetings that are directly involved   |     |              |           |               |
| 13  | I avoid calling meetings at the end of the day or on the day before a long weekend  |     |              |           |               |
| 14  | I do not answer the phone when a guest or customer is present   |     |              |           |               |
| 15  | I do not take calls on my cell when in a public place, restaurant etc.  |     |              |           |               |
| 16  | I don't talk to another person in the room while I am on the phone  |     |              |           |               |
| 17  | I try to take my calls away from noisy areas  |     |              |           |               |
| 18  | I never cough, sneeze or breath directly into the mouthpiece  |     |              |           |               |
| 19  | I give and receive business cards respectfully  |     |              |           |               |
| 20  | I am comfortable initiating handshakes, and my handshake is firm, but not too hard  |     |              |           |               |
| 21  | I remember peoples' names and use them appropriately  |     |              |           |               |
| 22  | I treat everyone with courtesy and respect  |     |              |           |               |

**SCORE:**



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## MAXIMIZE YOUR POTENTIAL

## SUMMARY NOTES

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- 1) If you do not feel comfortable with your appearance you will not come across as natural and will lose power and energy
- 2) It is not just your logo and business cards that people see, you are your business, what people see will impact your bottom line
- 3) Outdated eye frames are distracting and they can indicate you are unsuccessful or out of touch with the world around you
- 4) The clothes you wear can raise your self esteem and confidence
- 5) Don't carry a purse and briefcase at the same time to avoid fumbling when shaking hands
- 6) Every company has a dress code whether informal or formal but it exists
- 7) If you dress for the position you aspire to it will show your interest for advancement
- 8) Business casual days to not include, torn jeans, slogan t-shirts, tank tops, shorts, bra tops, flip flops. Dressing down can reduce your credibility. When men dress down, they lose authority, when women dress down, they lose all authority. Casual dress can often reduce productivity.
- 9) Professionalism is detected over the phone as is attitude and motivation
- 10) Women who wear jackets are perceived to have more power
- 11) Flashy long nails are distracting
- 12) Carry hand cream to make sure your hands are not rough when shaking hands
- 13) Wear clothes that have balance for your body type- smaller in stature, small accessories, small patterns. Larger in stature can handle bigger patterns and pieces of jewelry.
- 14) If your belt is worn it detracts from your outfit
- 15) Strong after shave, colognes and deodorants invade others space and many are allergic and sensitive to odors, so best to avoid
- 16) Sling back shoes are considered appropriate for business
- 17) When communication is not face to face, hand movements, tone/speed of voice, posture and facial expressions cannot help you interpret the message you are receiving
- 18) Never use upper case to emphasize since it may be misinterpreted as anger or shouting
- 19) Bragging does not elevate your position but it shows others you are self-centered
- 20) It is best to refrain from joke telling or swearing since you do not know who you will be offending
- 21) Match the tempo of your voice with the person you are speaking to in an effort to make them feel more comfortable with you allowing you to connect
- 22) Pausing when speaking can be very effective and powerful
- 23) If your body language does not match the words you use, then you will not come across as credible
- 24) I keep my body open to appear receptive and not closed off
- 25) If I slouch, I will send a message of defeat, neglect and disinterest. Good posture makes me look confident and in control
- 26) Being late for meetings shows lack of respect for others and disorganization and lack of time management on my behalf
- 27) I always send a thank you letter after an interview because it will increase my chances of being hired by 30%
- 28) Tattoos and piercings are not acceptable in a business environment. Some creative or artistic fields may have a less rigid stance on this but take caution.
- 29) Tone means more than words that are used.
- 30) Smiling communicates openness, warmth and an invitation to talk

**"Improve your Image- Improve your Results"**