

How Is Your Image Representing Your Company's Brand?

by

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Your Image is the mirroring effect of your Company's Brand. Your outer appearance is a determining factor in how Clients and Prospective Clients will perceive you and the company. The initial perception and first impression that is formed during contact with Clients, Prospective Clients, and others in your Industry, is vital to your Company's future. The employees appearance should enhance the company's mission and purpose. Your Image should serve as an advertisement that you take pride in your career and it should represent the integrity of the Company.

Staff or Team Members, are the first people in the organization that a Client or a Prospective Client notices, upon inquiring about services. You must make a good first impression at all times. Your Image should play a large part in ensuring that your present Clients requests repeat services, and should be one of the critical elements in determining whether a Prospective Client will acquire your services. If an employee isn't dressed in a manner that reflects what the Company stands for, it can very well lead one to thinking that the employee is incompetent and they will not trust that the employee can perform the services that they are requesting. Your expertise and your knowledge of your position may come into question, based on the Image that you are projecting. The Client or Prospective Client, may also perceive the company itself as inexperienced and incapable, based solely on an employee's appearance.

You wouldn't request Hair Styling services from a Stylist who has a bad hair day...everyday. So in the Hair Removal Industry, why would a Client or Prospective Client request services from an employee with a less than impressive and unprofessional image?

In the Hair Removal Industry, the employees appearance and image may be an important part of the Prospective Client's determining factor, on their decision to request your services. You can't attempt to provide or offer a Client or a Prospective Client your particular services, if you can't project a flawless appearance and a professional image, in conjunction with your company's services. The way in which you present yourself to others, results in an immediate assessment of who they think you are as a person; and whether you can perform the services in which your company specializes. And sometimes, those assessments are inaccurate, so you must "dress the part" to mirror your Company's Image and your Company's Brand.

In your Company, it is a requirement for Medical and Non-Medical staff providing and performing Hair Removal services, to wear a Lab Coat. This helps to identify your particular role in the company. This signifies to your Clients that you are of great importance in the company, and it instills trust in the Client that you are highly-skilled to perform the services requested. Also, your Lab Coat displays to Prospective Clients that you are knowledgeable, competent, and an expert in your field. Bottom Line: Wearing

your Lab Coat should mirror the Company's Image and Enhance The Company's Brand. Your Lab Coat does not have to be worn in a boring fashion; however, it should be worn in compliance with your Industry's Laws and the Rules and Regulations of your company. There are several ways that you can enhance the appearance and image of a Lab Coat while still maintaining a Professional Image. A more stylish approach would be to choose one that accentuates your body type. There are many designed now that doesn't even look like Lab Coats. These particular types are made to wear in a fashion that resembles a full professional business suit whether you are male or female. But remember, it is a Lab Coat and should be worn as such.

The overall suitability of your appearance and attire should be schematically determined by Rules and Regulations set forth by your company. However, there are other helpful suggestions on projecting a Professional Image in your work environment. For Instance:

If you are required by your company to wear a Lab Coat, you must absolutely adhere to that policy. Your Lab Coat should always be clean, pressed, and in good condition; displaying high standards of professionalism and confidence, anytime you are in contact with a Client or Prospective Client. Your Lab Coat should be properly tailored to fit your specific body type. If your Lab Coats have pockets, you should not be carrying around your entire house in your pockets. Only put things in the pockets that you need, in order to perform your job successfully.

Clothing worn underneath your Lab Coat should always be clean, neat, and comfortable. Nothing too colorful or trendy that is distracting in taste. Ladies should never wear a skirt or dress that is shorter than their Lab Coats. Your skirt or dress should be knee length or longer. And if your Lab Coat exposes your chest area, you should not wear deep v-neck shirts.

If your company requires the men to wear a tie, then you must do exactly that. It displays confidence and competence. Accessories should be kept to a minimum if any at all, with the exception of Wedding Bands and Watches. Performing Hair Removal Services takes great skill, so why would you want your bracelets, necklaces and rings getting in the way. Hair should be clean, neatly styled, and worn in an appropriate color. Fragrances and Colognes should not be so strong that they over power your skills and irritates the Client. Make-up should be neatly and flawlessly applied. It should enhance your skin's appearance and it should reflect the Image of your attire. Nails should be kept at an appropriate length with an appropriate color, and should never interfere or prevent you from performing your services effectively and safely.

Shoes should be clean and in good repair. Ladies should not attempt to wear high heels that they can't walk in effectively. Men should always wear shoes that serves as an enhancement to their outfits. Projecting a Professional Image in your workplace, allows your Clients and Prospective Clients to trust and feel that you are competent, confident, an expert, and knowledgeable in your field.

The way that you present your Image to others, may give them a general idea of how you feel about yourself on the inside. If you don't take pride in your appearance, everyone around you will notice.

Looking good and displaying a Professional Image makes you feel great, as does having a job that you love. If you are finding it difficult to display the Image required of you to represent your company appropriately, it maybe time that you self-assessed and re-evaluated your priorities within the company in which you are employed. This profession may not be a challenge to you anymore, and there may be a need for you to seek out other career opportunities.

Your company wants their employees to feel and be comfortable in the work environment, while at the same time, the employee must represent the company appropriately and professionally. You must mirror the Image that your Company projects. Allotted in that comfort provided by your company, are "Casual Fridays" which is considered a luxury and an added perk in the workplace. It is by no means a requirement, it is a luxury that your company provided you. Your company can decide at anytime that they no longer approve nor endorse "Casual Fridays." Most employees have taken the term "Casual Fridays" totally out of context. "Casual Fridays" does not mean that you should wear your nightclub attire to work. "Casual Fridays" does not mean that you should wear the tightest jeans in your closet, that you had to pour yourself into to work. "Casual Fridays" does not mean you should wear your Bermuda Shorts, Tank Top, and Flip Flops to work. "Casual Fridays" were offered as a nice incentive and gesture, to thank employees for their hard work during the week. Somehow, someone changed what "Casual Fridays" represented and chose to implement their own meaning of what an employee should wear on that day and others followed suit.

The Society of Clinical and Medical Hair Removal, sets high professional standards in the Industry and would like for those high standards to remain and reflect for many years to come. These high standards were set by Outstanding Service and flawless Professional Image and Presentation. In keeping with our industry's high standards, professionalism, and outstanding services, we will adhere to normal weekly business attire on Fridays and project a Professional Image at all times.

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