

Are you feeling that people are confused on what type of attire should be worn when? You're not alone.



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What To Wear, When?

Bare midriffs in the workplace, baseball caps at theater events and pajamas worn to school. The younger generation does not know what appropriate dress is for what occasion. There is a big confusion: what to wear, when.

Someone reminded me of the story of the women's college lacrosse team who wore sun dresses and flip-flops to meet President Bush at the White House. I recently sat in an award ceremony of Teenage Girl & Boy Scouts and watched them receive their awards wearing their uniform with flip flops. Oh my! Not only did it look out of place you heard the flip, flop, flip, flop all the way up to the stage and all the way back to their chair.

Our children are not being guided what to wear for church, special evening events or on the job. Someone needs to take a moment to share with them what to wear. What you are seeing right now are schools K -12 all across the nation implementing dress codes for the students and the teachers. Children are very smart. Once they are educated on the difference between school clothes and play clothes they understand. Children and adults alike who dress casually tend to behave in the same manner. When we dress appropriate for the venue the behavior follows.

The lack of knowledge and training has perpetuated the dressing dilemmas. This has all filtered into the workplace causing companies to input and hold the employees accountable to a dress code. Dress codes and dress policies are back. Before implementing the dress code the trend is to provide knowledge on appropriate business attire through training sessions for all employees. Organizations are finding this highly successful. With the training the staff now knows the benefits of dressing professional, how to dress professional and what their choices are specific to their industry, position level and professional goals. It

has become a win-win situation for the employee and the employer. The sessions are fun and packed with educational content.

They learn what it means to dress to impress and why too-tight sleeveless tank tops and saggy, baggy jeans with flip-flops will not bring them success in their career. There are numerous ways to be comfortable yet have the presence of respect. Dressing appropriately is still about showing respect for oneself and others whether it is on the job, meeting with clients or going to a performance.

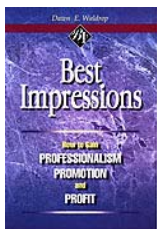
The pendulum is and has been swinging back to people dressing more appropriately because of the trend of more education on the topic in the workplace. As a national speaker and image consultant for the past eighteen years I can share with you that more and more clients want to learn what works best for their personal style and professional goals. They love the benefits of making it easy to get dressed for their day, no longer wasting monies on items that hang in the closet not to be worn. They not only look great they feel great and they are offered growth and financial opportunities in their career.

Dawn Waldrop is a National Speaker and President of Best Impressions LLC. She helps companies increase revenues through the image of their employees and coaches professionals how to present their best image for success. She is the author of book, Best Impressions: How To Gain Professionalism, Promotion and Profit. Call 330.483.0411 or visit www.best-impressions.com.

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Dawn provides corporate training, keynote presentations and one-on-one coaching. She can be reached at 330.483.0411 dwaldrop@best-impressions.com www.best-impressions.com



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