

# The POWER of COLOR

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**Color** is a very powerful business tool. However, few people think about using **color** as a communication tool. Color subconsciously affects how we interact with each other. Watch how people interact with you on a day you wear dark colored clothes. Observe how people interact with you when you wear light or bright colored attire.

You will find people to be less friendly when you wear dark colors. On days you wear light or bright colors people will be more approachable. Dark colors can create authority, intimidation or a power professional message. Some dark colors are black, charcoal, navy blue, burgundy, plum, dark forest green, dark brown. If you are unsure of what dark colors to wear choose the color **navy blue**. Light or bright colors can send an approachable, fun or casual message. Wearing a lighter shade of gray or a tan will create approachability compared to a charcoal or brown.

Think about:

- The message you want to send. How you want to be perceived?
- Your industry and position level with the company?
- Your clients industry and position level

For example, as a national speaker I am in front of many different professional people. Before each program I think about my audience. Am I presenting to bankers, insurance, finance, accountants or lawyers? If so, I choose a dark color suit. Reason: I want to create a very power professional message.

Am I presenting to college students, advertising, or healthcare? If this is my audience, I choose a bright colored outfit to create an approachable professional message.

If I walked into a hospital training session for a group of operating room staff wearing a **dark navy blue** suit they would never listen to me. These people wear scrubs and are saving lives all day. They need brightness in their day. For those reasons I choose a **teal, royal blue** or **magenta** suit.

It is important to go through a personal color consultation. You learn what colors work **best for you** and **why**. The skin undertone in the human body harmonizes with the eye and natural hair color. As we age the skin gets lighter, the eyes fade in color and the hair turns gray. This process is so we look nice as we age. We would look pretty funny if we had dark hair with faded eyes and skin color.

Color is the reason **why**

- you love and wear certain clothes while others hang in the closet not to be worn
- you look healthy in certain outfits while others you look as if you do not feel well
- people remember you and not what you wore or why people remember your outfit and not you

Skin undertone in the human body originates from red. The body either has blue or yellow in the skin undertone mixed with that red. We are born with our skin undertone and it does not change. The skin undertone determines what colors look best on you, blue or yellow undertone colors.

Once you understand your best colors you will

- save time shopping and find it easy to coordinate outfits
- take little effort and time to get dressed and look your best
- save money in your wardrobe and eliminate not having something to wear
- women save money on make-up and accessories
- stay updated in your appearance
- learn your best power colors and best approachable colors

Think about the message you need to send and wear the appropriate dark, light or bright colors to accomplish that message. **Utilize color as a powerful business tool.**

**Copy this article in its entirety & share with others. Dawn is a “leading expert on attire in the workplace” motivating professionals how to present their best image for financial success. She is author of the book *Best Impressions How To Gain Professionalism, Promotion and Profit*.**

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