

# BW14 Executive Presence

BIZWEEK

By DOLLY KEE

## QUESTION OF THE WEEK

**Given that the new year is just around the corner, what can I do to improve my professional dressing? I am really looking forward to starting 2007 with a bang!**

**DOLLY KEE:** I love your enthusiasm! From a career viewpoint, positioning yourself professionally takes on the dimension of both substance and form. This simply means that you need to be excellent at your job and also looking the part.

The main emphasis in any professional wardrobe is the word "professional". Here are several recommendations that would provide you that cutting edge:

- Inventory your wardrobe – clothes (jackets, shirts, ties, trousers/pants, skirts), footwear and accessories
- Throw out items that are torn, faded or outdated
- Invest in a quality wardrobe suited to your work environment and career aspirations. Select fabrics, styles, cuts, colours and co-ordinates that flatter you
- Update your hairstyle and hair colour (if desired)
- Update your eyewear. Make sure it suits your face shape.
- Ensure the following are in good condition, polished and looking professional:
  - ✓ briefcase/portfolio bags
  - ✓ handbags and wallets/purses
  - ✓ watches and belts
  - ✓ hosiery (stockings/socks) and shoes
  - ✓ jewellery (brooches, rings, earrings, bangles, hair accessories, etc)

And have yourself a great start to an incredibly productive year ahead. Happy 2007!

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## 2007 New Year's Resolution!

“ Aim to gain control over your career wardrobe and professional image ”