

## **Developing a Professional Image**

### **3- Page Analysis**

#### **Why develop a professional image?**

You only have one chance to make a good first impression. It is sad but true, people will rarely remember the things you said but how you made them feel. In developing a professional image, one would create that positive image where they can be remembered and develop positive relationships.

According to Lone Wolf Technologies, a professional image is the perception someone projects about themselves. This perception is based on appearance and reputation. A professional image is based on the way you present yourself to others in a professional environment. Professional image includes; how you dress, communication and the way others speak about you.

As a Human Resources professional, I find a lack of professional image when dealing with prospective clients, employees and other business partners. The thought that a professional image could vary by opinion, prompted me to develop a training for developing a professional image.

A professional image builds trusting relationships with others most importantly in business. A professional image can also help you build your career. The topic of professional development does not only refer to appearance. Professional image links appearance with communication. People looking for advancement in their career, want to develop a professional image. The first step in career advancement would be applying for a position. When applying for a position, the first image of yourself is the application, resume and cover letter. Some positions require one, others require all three. You want to present yourself in a professional manner on paper to advance to the opportunity to present yourself in a possible interview.

## **What did I learn from the experience I had with this topic?**

When I began research for this project, my thought process was on a professional appearance.

As I began researching further, I learned of several different theories regarding professional development. A professional image has four main areas. Each component listed below, has equal importance in developing a professional image:

- Professional appearance
- Professional etiquette
- Professional behavior
- Professional Communication

Learning about each component of the professional image allowed me to develop a clear understanding of the topic. A professional image is a package, one component without the other limits the perception of your image.

During my research I found that from the perspective of HR, the essential qualities of professionalism are:

- Professional appearance
- Professional etiquette
- Professional behavior
- Professional Communication
- Interpersonal skills
- Appearance
- Communication skills
- Time management
- Confidence

- Ethics
- Work ethic
- Knowledge

According to the undercover recruiter ([www.theundercoverrecruiter.com](http://www.theundercoverrecruiter.com)), the most important of the qualities is interpersonal skills at 33.6%. I was shocked to learn the high percentage of this skill. The skills listed as importance to HR professionals, fit into the component categories of the developing a professional image.

Professional appearance would encompass; appearance. Professional etiquette can encompass the qualities; appearance, communication and time management. Professional behavior encompasses; communication, work ethics, ethic and confidence. Communication would of course include; communication skills and interpersonal skills.

### **What might I do with it in the future?**

The question is what might I do with it in the future? I would ask what I might do with it now.

Before I can feed this meal to trainees, I must taste it myself. I can use training in interpersonal skills. I can say I am not the most social person. It seems ironic, that a HR professional would lack at what is considered the most important skill of a professional image.

For the future, interpersonal skills will be used as one of the more marketable skills of this training. As a consumer, I find it very important that a business/organization take time to develop a professional image. It is important that customers see the effort of professionalism. This creates a relationship and repeat business.

In the future, I would like to work students and assisting them with developing professional image. There are business courses taught in some high schools or colleges that may include professional development as a part of the curriculum, but I don't think it receives the attention is

should. This course does not only focus on the image of the business but the individual. I am in hopes this type of training can be developed as part of the standard curriculum for students finishing high school or college and entering the workforce. As I continue you my career as a HR professional and student, I hope to further develop this course to be used as part of the within my organization.

#### Bibliography

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