



# HELPS

Health Enhancement for Lifelong Professional Students Newsletter

## Who Taught You How to Dress? Realistic Tips From Your Peers

You've heard from the experts, and you understand why a professional appearance is important. So how can you translate this advice for your own life? Hear what others who have been in your shoes—or flip-flops and scrubs—have to say.

### A meeting changed his mind

Adam Koos, CFP® graduated 10 yrs ago. He realized he needed help with his professional image after an embarrassing meeting with a prospective client.

"I began my career

dressing in business professional attire every day," says Koos. "But I'd started toning it down and dressing more casually. When I sat down with this particular prospect, I'd brought another rep with me. The prospect thought he was me! She looked at both of us and when I told her, 'No, I'm Adam...' she said, 'Oh, I pictured you being a lot older from our phone conversations.' Whoops—no more polo shirts at work for me!"

Koos says the thought of learning how to put together a shirt, suit, and tie was terrifying, because he is full-

spectrum colorblind. He sought out the help of a professional image consultant, who helped him choose and coordinate his wardrobe.

Koos, who is now president of Libertas Wealth Management Group in Dublin, Ohio, says young professionals can learn about how to dress the part by checking out magazines like Men's Health or GQ, reading books on dressing for success, or hiring a professional. "It can also help to look at catalogues and mannequins, then borrow ideas from the people who put the looks together."

### Build on what you have

Tanya Wayne graduated from Hofstra University in 2010. She now works as a publicist in New York City.

"Graduate students and young professionals can put together a professional wardrobe on a budget by checking out stores that offer great pieces at affordable prices," says Wayne. "They should look for ways to combine these with pieces they already have. For example, for women, camis are always great, and just about every girl has a bunch in different colors; they are perfect for

pairing with a pencil skirt."

Cardigan sweaters are another thing that can also be found in many closets, Wayne says. "Just add a cardigan sweater to the outfit, along with some heels, and voila! You have a professional outfit for the price of a new pencil skirt. The same can be done with some nice pants; just pair them with a different colored cami and a chic blazer for a different look."

Leggings and sweater dresses are also very stylish and professional as office attire, Wayne adds.

### Good fit and investment pieces

Heather Taylor is the social media manager of MyCorporation and a 2010 graduate of California Lutheran University. She offers this advice that has served her well.

"Tracy Jordan's

*Continued on page 2*

### Buying Tips for Your Professional Wardrobe

Adam Koos offers tips for men looking to upgrade their professional appearance without overspending.

**Buy in bulk:** Many companies and stores that sell suits have deals if you buy more than one, and sometimes if you buy "packages" of suits & shirts.

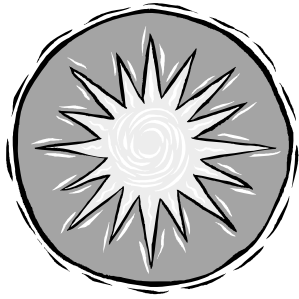
**Buy on eBay:** Most people laugh at me when I tell them that I buy a lot of shirts and ties on eBay, but it's true. They're brand new, inexpensive, high quality, and you can't beat the price on the same/equal quality at a department store or suit retailer.

**Buy on holidays:** There are always deals floating around on holidays like Memorial Day, Labor Day, or better yet, Father's Day.

**Subscribe to loyalty programs:** Sign up for newsletters and discount coupons on the websites of companies you frequent.

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*The Health Enhancement for Lifelong Professional Students program can assist when you're not sure where to turn. HELPS is available for you 24/7: 813-870-0184*



**HELPS 24-hour  
phone line:  
813-870-0184**

HELPS is administered by:

Gary L. Wood & Associates, P.A.  
4700 North Habana Ave.  
Suite 300  
Tampa, Florida 33614

## *Who Taught You How to Dress?*

*Continued from page 1*

character on *30 Rock* said it best when he advised, ‘Dress every day like you’re gonna get murdered in those clothes.’ I’ve never once been told that what I have worn to work has been inappropriate,” says Taylor. “The key is to get clothing that fits and flatters you well. If you don’t like what the number inside on the tag says, clip it out. Sizes vary from store to store anyway. Also visit a tailor to adjust your clothing from time to time and use a dry cleaner. I also recommend buying signature pieces that never

go out of style—a solid pair of black trousers and a good jacket in a bold shade will take you far in life. Shell out more money for something great. I know, it’s terrifying to do on smaller budgets, but with light alteration work, you will wear it forever and it will literally become an investment piece.”

### **Cover these, please**

“While my mother did an excellent job of teaching me how to dress appropriately—and also to always dress up for class—my favorite clothing lesson

came from one of my PR professors,” says Sarah Hamilton. The recent college graduate, a public relations and marketing professional at Lovell Communications, says that in addition to covering cleavage, “women going to a job interview or anywhere professional should make sure to cover up tattoos, tummy, toes and thighs.”

You’ve worked hard to earn respect in your chosen field. As your peers know, a professional image can enhance that respect wherever you go.

## *What’s New About the Interview?*

What should you expect when you’ve landed a job interview? Employers are looking beyond what’s written on your resume or your diploma. They want to know about your education and experience, of course, which are often done in an initial screening interview. That interview may be conducted in person, by phone, or even via web cam.

Once past the screening process, you’re likely to move on to a behavioral interview. It may involve a written or online questionnaire, or a series of specific questions the interviewer asks. A typical behavioral interview question will ask you to talk about how you have responded to a certain situation in past jobs. These questions are used to give the interviewer insight into your personality, work style, problem-solving ability and integrity. Your past performance is used to help them predict whether you would be an asset or a risk to the organization.

One good way to prepare is to look up “behavioral interview questions” online. Then write down some short, positive examples from your personal experience, and practice them until you can share them comfortably in a conversation. When an interviewer asks you to talk about a time when you had to work under a high-pressure deadline, you can be ready with an example that illustrates how you handled it successfully.

The Internet makes it easy to research a company and its current activities, so there’s no excuse not to do some research before your interview. Dig beyond the first page of the company’s website. Look at their annual report, transcripts of executives’ speeches, news releases, advertising, employee blogs and articles written about the company and its leaders. Having this information ready to bring up in the interview will demonstrate your resourcefulness as well as your interest in the company.

- Interviewing styles: <http://humanresources.about.com/cs/selectionstaffing/a/interviews.htm>
- Sample interview questions: <http://www.focus.com/fyi/interviewing-cheat-sheet/#>
- Interviewing tips: <http://life123.com/career-money/find-a-job/interview-questions/interviewing-tips.shtml>
- Preparing for an interview: [http://www.humanresources.org/media/resources/resource\\_32.pdf](http://www.humanresources.org/media/resources/resource_32.pdf)
- How to ace a job interview on Skype (Time.com video): [http://www.time.com/time/video/player/0,32068,46937715001\\_1933401,00.html](http://www.time.com/time/video/player/0,32068,46937715001_1933401,00.html)