



Short Guide for Interview Candidates

Image Hints and Tips

FIRST IMPRESSIONS

Remember the 5 P's!

Proper Preparation Prevents Poor Performance

- You never get a second chance to make a first good impression! It only takes up to 20 seconds for someone to form a first impression about you.

First impressions are formed by:	Appearance	55%
	Body Language	38%
	Verbal Communication	7%

APPEARANCE

- You should be noticed for our overall appearance ie you should 'wear your clothes' and not 'your clothes wear you'.
- You are your 'shop window' and when you look good you feel more confident about yourself.
- Many people go to interviews inappropriately dressed so.....ask about dress codes!
- How you dress can say plenty about whether you are suited to that workplace so go one 'step up' to how the company dress eg if they wear jeans, go smart casual. If in doubt - it is always best to go more smartly dressed.
- Buy the best you can afford – work out the 'cost per wear'

Remember – the way you adapt your dress will depend on the type of company eg marketing, advertising, solicitors.

Consider: * Maintenance* *Appropriateness * *Quality* *Fit*

COLOUR IDEAS

- Wearing your right colours (particularly closest to the face) will make you look healthier and more vibrant and it is important to adapt your most flattering colours to the interview environment.
- Neutral colours will be the foundation of your working wardrobe eg – navy, grey, black, brown and will be your major purchases (eg jackets, trousers, skirts).
- The second most useful range of colours are the 'basics' eg shirts/tops. These are colours that will go with most of the rest of the wardrobe e.g. blues, purples, pinks, white.
- Lastly, the 'splash and dash' colours eg ties and scarves - be aware of the colour and pattern

The Colour Spectrum

- The colours you wear should harmonise with your skin tone, eyes and hair colour. The shade and tone of the colours you wear will determine whether you look healthy or pale and tired.
- There are 2 main areas of the colour spectrum – warm and cool which can be divided up into tones of light, bright, muted or deep.
- Check out items in the wardrobe that make you feel most confident. If there is no clear picture then a good investment in your appearance is to consider having your colours professionally analysed – which in the longer term will save you from buying expensive mistakes!

TIPS :

For Men

- Jacket hangs from the neck and should not have excess folds at the back.
- Clothing should never be tight but be an 'easy fit' and allow plenty of room for movement.
- The sleeve length should be to the wrist bone and allow a ¼" to ½" of shirt cuff to show.
- Tie hanging correctly; shirt collar sitting straight and not frayed at the edges.
- Clean and polished shoes; no run down heels.

For Women

- Clothing should not be tight and stretch across the chest or hips.
- Avoid excessive jewellery.
- Avoid harsh makeup and showing too much flesh.
- Clean and polished shoes; no run down heels.

There is no point in wearing anything that does not give you the feel good factor.

MAINTENANCE:

- Your level of personal maintenance suggests your state of mind – fresh, organised, energetic and exude self-esteem.
- Pay most particular attention to shoes, hair, hands and nails as well as your interview outfit.

VOICE

Your voice is like a musical instrument – aim to develop and use your natural repertoire. Practice and ask a good friend for an honest opinion

BODY LANGUAGE

Body language is an important part of your total image. If you are immaculately dressed but defensive in your posture you will not appear confident or self-assured.

- **Initial Greeting** - Warm friendly smile with good eye contact.
- **Posture** - Think about your posture - stand tall, you have a right to be there!
- **The Handshake** - Firm but not gripping (ask a friend for feedback).
- **Movement** - Sit well back in the seat with body upright and very slightly inclined towards the other person, use open body language, try to look relaxed but not laid back!
- **Eye Contact** - Good eye contact indicates trust and should be maintained 60-80% of the time.