

# The Interview Uniform

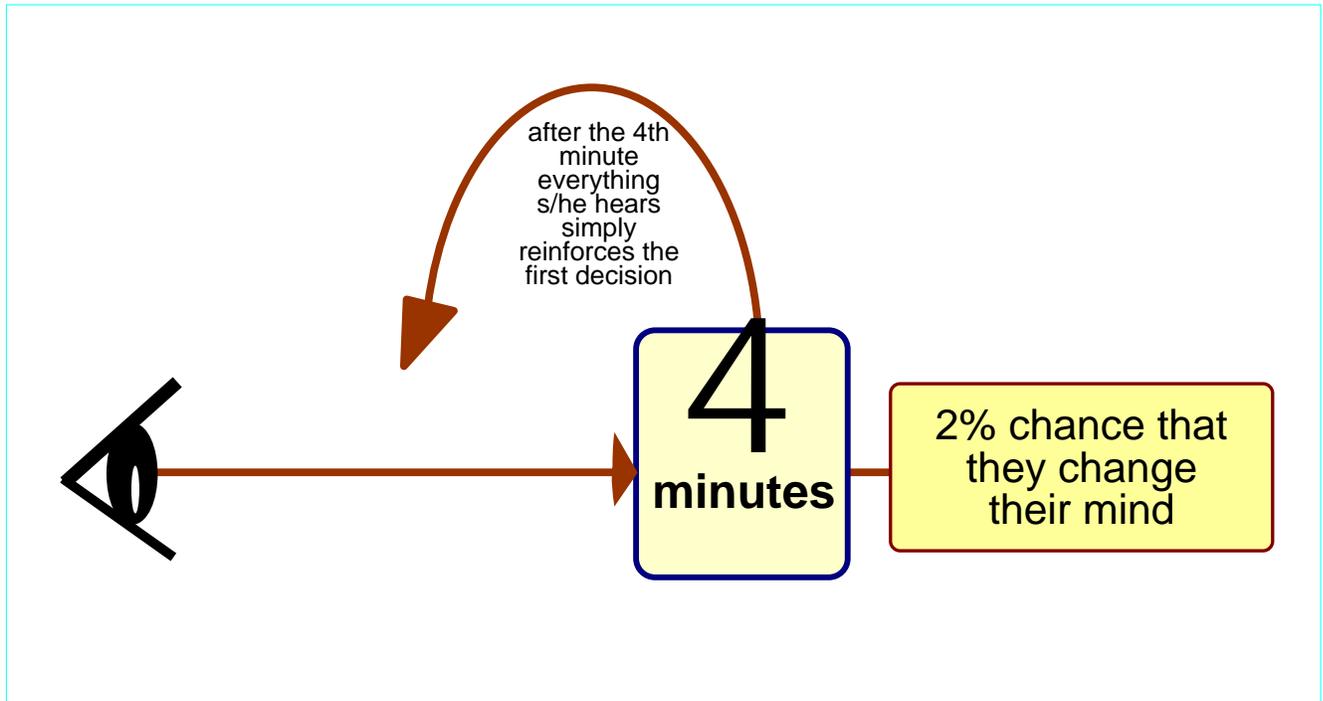
Silently clinching the message that you are accomplished, a master of your field, attractive, confident, strong, secure. Protect yourself with a uniform that projects your greatest proven results.

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## VISUAL - THE BIGGEST IMPACT!



Focus on what you can do to control those all-important 4 minutes. Most of the host or interviewer's decisions will be based on the visual impact that you create – what the host /interviewer **sees** of you. Following the illustration above, begin at the “**4Minutes.**” **That is the time during which hosts and employers** decide “yes” or “no.”

You need to control a maximum 1½ minutes of speaking. Easier still, remember that your biggest impact is visual: what your host **sees** of you. Research shows that your visual message is more important than your words. And that is why *4 Minutes* first focuses so much attention on preparing and ensuring that your *visual* CV-resume is read (*seen*) before you

arrive.

Next, when you arrive at the interview or Career Advice Meeting, use your clothing colors to present your host with a powerful positive visual image of yourself. This will take you another step toward your fantasy job and the compensation you richly deserve.

## Personal Presentation

**85% of the impression you give will be visual – you**

Of your five senses, your sense of **touch**, your firm handshake, will be worth approximately 3%. What your host hears from you will be worth only **5%**! Similar to many of our clients, you may be thinking, “That is impossible, Geoffrey. I receive

most of my information through my ears – my hearing.” Wrong. Most of the information that your brain receives is processed visually.

**Test this theory.**

Let us do a little exercise. How could you set up a situation where 80% of the impact of your meeting or interview be your spoken words? How would your meeting or interview be what you say? Did you know that 80% of the quantity any meeting or interview is comprised of words? But the words are only 15%. How could you make it worth more?

Visualize this. Your host's assistant or secretary meets you at the door and takes you into your host-interviewer's office. The lights are on but the windows are blacked out. The assistant-secretary sits you down in a chair. S/he explains that this will be an 'in-the-dark' interview; that s/he will turn off the lights before your interviewer comes in. And then the assistant turns off the lights! You are in total darkness. You sit there. You can hear someone come into the office from a darkened passageway – you cannot see the person. The interviewer-employer introduces him/herself in the dark, sits down and proceeds to interview you in the dark.

If this actually happened, 80% of the interview would be what you say – spoken words – and what you hear. You and your interviewer would have suppressed your vision. Your other senses, particularly hearing, would rush to fill the gap. In real life however, there will be light in the interview room. Your visual sense will dominate. This is key: your host/interviewer's visual sense will be the

dominant receptor of information. I have said to clients that controlling what your host-Target Manager sees is the most powerful weapon in your arsenal. You control the quality information in your *4Minutes* CV-resume by following specific guidelines on format, colors, illustration, feel of the paper, quality of paper and binding.

Now you will control how your host sees you and maximize your opportunity to get the job you want.

**The Visual Impact is Silent**

The key to visual control is that you are able to use it silently! There is no need to shout and scream. There is no requirement to write speeches and documents. There are no arguments. Why? Because the visuals that you present in the look of your documents or clothing do not require you to talk about them at the moment when they are making their impact. Your CV-resume, Thank You card, and letters are received and seen when you are not present. Your clothing and grooming are seen when you arrive and social convention blocks any comments other than compliments.

**4 Minutes Advice on Visuals**

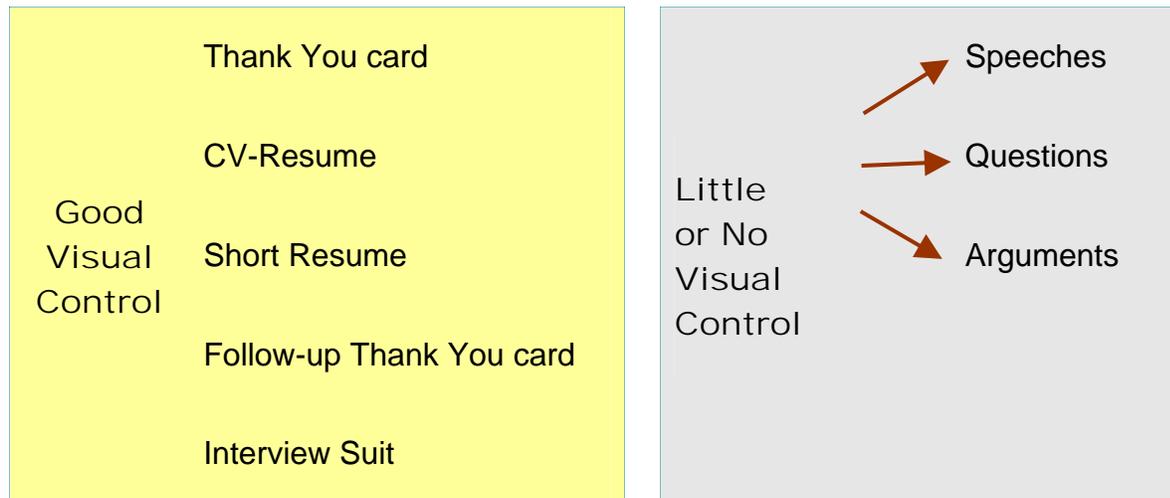
Our *4 Minutes* advice on how to create a strong visual presence will be helpful to you at your interviews or at your informal Career Advice Meetings. How do you prepare your weapons to win this battle? Here are the guidelines.

5 senses	11%Hearing
	3%Touch
	3%Smell
	3%Taste
	80%Visual

At different times, in different situations we use more or less of one of the 5

senses. Above is a good split. Although many would argue that Hearing is 5%

## Control Your Visuals Wherever You Can



## Your Interview Uniform

I know that you have a lot to say but it will be your 'Interview Uniform' that will win

the day for you. Do you know what your Interview Uniform is?

Men	Ladies
<ol style="list-style-type: none"> <li>1) Solid<sup>1</sup> navy blue suit (<i>no patterns, stripes</i>)</li> <li>2) solid white shirt (no patterns, stripes)</li> <li>3) solid red raw silk tie (no patterns, stripes), or</li> <li>4) solid navy blue raw silk tie (no patterns, stripes)</li> </ol>	<ol style="list-style-type: none"> <li>5) solid navy men's-style blazer (no patterns)</li> <li>6) solid pale yellow or cream blouse with button-up collar (no patterns)</li> <li>7) solid navy skirt (with 3 pleats on either side of the center point if possible)</li> <li>8) solid red or blue scarf (no patterns)</li> </ol>

**Illustration:** The Interview Uniform is (a) men: a solid dark blue suit, heavy (thick) solid white shirt, solid red or dark blue tie (b) women: solid dark blue suit, a solid white, cream or pale yellow blouse, a solid red or blue scarf. Note that none of the clothing items have patterns or stripes.

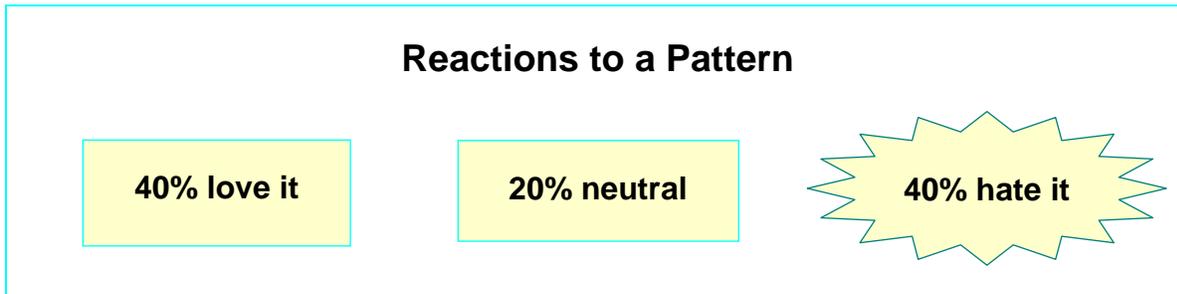
<sup>1</sup> 'solid' means no patterns, stripes, polka-dots, paisley – just one color (solid)

## No Patterns, No Stripes - Anywhere

Studies have shown that people react to patterns (polka dots, stripes...). Any kind of pattern or textile design will provoke a

reaction. 40% will hate a particular pattern or textile design, 40% will love it, and 20% will be neutral. Therefore, wearing

patterns to an interview is risky. Wear solids and move another step into your fantasy job and the salary you deserve.

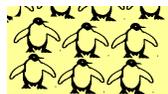
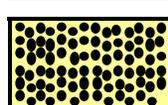


**Illustration:** Research has shown that where you do a test of patterns (polka dots, stripes...), any kind of design on your cloth or material will provoke a reaction: 40% of viewers will hate it, 40% will love it, and 20% will be neutral. To be very safe, wear solid colors. This will take you another step into your desired job and salary you deserve.

### Check Your Pattern Preferences

Take a moment to examine the fabric patterns illustrated below. If these were ties or scarves, which one would you prefer? (Place an “x” in the preferred box):

**Place an X in the box that best describes your reaction to each of the colors or patterns below**

	like	neutral	hate	
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Paisley tie</b> 
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Club tie (diagonal stripes)</b> 
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Rep tie (association design)</b> 
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Polka dot tie (large dots)</b> 
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Polka dot tie (small dots)</b> 
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<b>Solid color</b> 

**Illustration:** Look at one of the patterns that you hated. Circle that pattern. Imagine interviewing a job candidate who was wearing a tie or scarf with that pattern. Even if you did not consciously focus on the tie or scarf, your brain would subliminally register that you disliked

something about that candidate – without knowing why. The answer: wear solids.

Now look at one of the patterns that you hated. Circle that pattern. Imagine interviewing a job candidate who was wearing a tie or scarf with that pattern. Even if you did not consciously focus on the tie or scarf, your brain would subliminally register that you disliked something about that candidate.

If you wear a pattern during the instinctive 4-minute hiring period (where 85% of the decision is visual), there is a 40%

chance (that is almost a 50% chance!) that a potential employer also **will hate something about you without knowing why.**

Yes, the employer will subconsciously hate something about you (a pattern in your suit, shirt/blouse, or tie/scarf) **without knowing why** because the impact is subliminal. Again, move into solids to make your job search a success.

Yes, but I cannot wear blue. It does not make me look attractive

You may have a preference for certain colors and an aversion to others. Dressing for an informal Career Advice Meeting or an interview is not the occasion for displaying your personal style, taste or fashion sense. Our dress advice is all about the power of certain colors. The

interview or meeting is not a fashion show. It is a serious encounter worth thousands of dollars of future salary for you. The success of your Career Advice Meetings will also determine how happy you are when you work your 2,000 hours per year!

I have a faint stripe in my suit. Is this okay?

No. A faint pinstripe is still a pattern so it will have the same impact as a bold pinstripe. The problem is the pattern. When you wear a pattern, any pattern, you have a high risk of creating a subliminal negative impression! Wear a solid navy blue color. Borrow the suit, rent it or treat yourself to a new one - but do it! This will be another step into your dream career and its rich compensation.

<sup>1</sup> **'pinstripe'**; is a pattern of thin, widely spaced horizontal lines

<sup>2</sup> **'subliminal'** means existing or operating below the threshold of consciousness; being or employing stimuli insufficiently intense to produce a discrete sensation but often being or designed to be intense enough to influence the mental processes or the behavior of the individual (*definition is quoted exactly from www.dictionary.reference.com*)

It can not be all that important!

Yes, your uniform is important. Remember, 85% of the impression will be a visual judgment about you. Stay with the

ideal solid colors. You will make it easier to communicate your message and be hired.

May I wear a textured tie or scarf (stripe, paisley, polka dot) if I wear a solid blue suit?

No. The very fact that you are wearing

solids elsewhere will



highlight the pattern in your tie or scarf. And now you know that there is almost a 50% chance that your host-interviewer(s) will subliminally hate your pattern. Go

solid. Stay solid - everywhere. This is another step into your ideal job for the salary you desire.

But this is so uncreative! It is so...conservative!

Use the color of your clothing - the visual side of your presentation - as a launch pad to boost and support your message!



Remember that the color of what you wear will influence the visual aspect of the meeting - which is 85% of your impact.

Sometimes a candidate's clothing will be so incongruous<sup>1</sup> that it seems to 'shout out' that the candidate's message is a lie.

For instance, if a candidate says that s/he is a dominant and assertive leader but wears brown, the visual message of the brown conflicts with his/her words. The

tests show that colors such as brown, beige, and tan, tend to make the wearer blend into their surroundings and say they are not assertive. Brown is a definite 'no-no' for interviews, unless you wish to fade into the background.

See Appendix 201 at the back of this kit for some tips on clothes quality.

1 'incongruous' means

- Lacking in harmony; incompatible ie a joke that was incongruous with polite conversation.
- Not in agreement, as with principles; inconsistent ie a plan incongruous with reason.
- Not in keeping with what is correct, proper, or logical; inappropriate ie incongruous behavior. (www.theFreeDictionary.com)

Tell me about navy blue. What are the two components of navy blue?

The two components of navy blue are black and blue.

Black

What professional groups of people in our society wore black for years and years - some of them for hundreds of years?

Priests, nuns, undertakers, judges, lawyers, firemen, and policemen wore black - and not just recently. They have worn black for hundreds of years. Note that in most cases, we the public, paid for the above uniforms. Why did all these professional groups wear black? What type of role did these people play in society? What happened when they told other people to do something?

Yes. The professionals who wore black were to be obeyed and, through the centuries, this has not changed. Priests and nuns had impact on how we felt about the 'afterlife.' Undertakers prepared you at death. Judges sentenced and hanged you. Lawyers pled for your life. Firemen took over in death-defying situations. Policemen were there to protect you from dangerous events, stop you, fine you, arrest you, and tell you what to do. It was recognized, long before we had market testing that black is an authority color.

**Black is an *authority* color**

In other words, if you wear black, people will subconsciously listen to you as an authority more than if you wear any other color. Black also ascribes to you more authority than any other color.

Do you need this subliminal image of

authority in the first 15 seconds to 240 seconds (4 minutes) of your meeting or interview? Yes, you do. This powerful impact will take you another step closer to your fantasy job and the salary you desire.

## Blue

The other component of navy blue is blue. For centuries, we have associated blue with trust and confidence. Hence the expression 'true blue.' When you wear

blue, people will trust what you are saying more than if you are wearing any other color.

**People will trust what you are saying when you wear blue more than any other color**

## Navy Blue

Do you need blue? Do you need your interviewer or host to trust what you say during your interview? Yes, you do. This will take you another step closer to your fantasy job and the salary you desire.

Do you need black? Do you need your interviewer or host to accept you as authoritative during the interview meeting? Yes you do.

When you wear dark blue (blue-and-black), Target Managers and employers will tend to trust and give authority to what you are saying - more than if you were wearing any other color.

### Navy Blue in law-and-order

During the 1960's, in North America and Europe, it was fashionable for the upcoming generations to call policemen 'pigs' and 'fascists'. We were told not to

trust policemen. This presented a major image problem for the forces of law and order. After much study, police forces in North America switched uniforms from black, a pure authority color, to midnight blue – a more trustworthy color! The police also changed the color of their cars from black-and-white to blue-and-white (and sometimes other color combinations).

The original 'uniform' of sales and marketing reps of high-value products and services (such as large computers) was navy blue. In the short few minutes of an opening contact with a customer, only navy blue carries authority and trust. It gives you the appearance of being a trustworthy expert. This will take you another step closer to your fantasy job and the salary you desire.



**Contrast: Men: White Shirts, Women: Cream or Off-White Blouses**

When the lapel of your dark blue jacket meets

a white shirt (men) or cream shirt or cream blouse (women), it creates a

strong straight-line contrast.

The strong contrast projects a subliminal impression of **precision**. Your host-interviewer(s) subconsciously process what they see – you – as precise. Do you want your host, during the instinctive 15-sec-

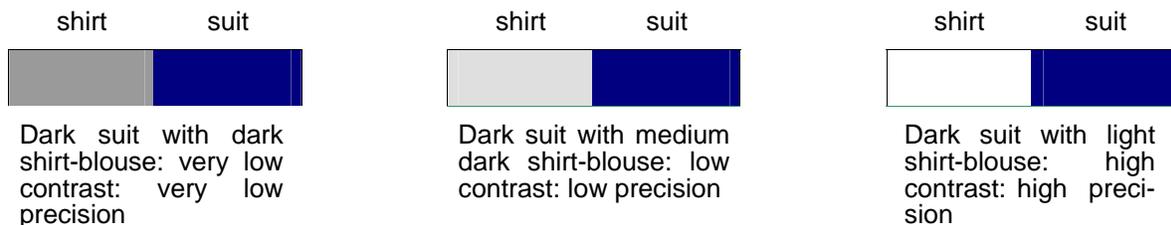
ond to 4 minute hiring period, to believe that you are precise and presenting accurate information? Yes, you do. This is another step towards your fantasy career and the salary you deserve.

### May I wear a dark shirt with my dark suit?

No, when you wear a dark shirt with a dark suit you *decrease* your contrast you dilute and **decrease your message of precision**. Wear the highest possible contrast. Men, wear a white shirt with

your navy blue or midnight blue suit. And women: wear a cream or off-white blouse with your navy blue or midnight blue suit. This will be another step into your ideal job.

### Contrasts: High Contrast = High Precision



**Illustration:** (1) When you wear a dark shirt with a dark suit you decrease the contrast - and decrease the precision. (2) Men: wear the highest contrast possible - white shirt with a navy blue suit. Women: wear a cream or off-white shirt or blouse with a navy blue suit.

For men: If you wear a dark shirt with a dark suit you decrease the contrast and decrease the precision that you project. Wear the highest contrast possible – a white shirt with your navy blue or midnight



blue suit.

For women: If you wear a dark suit with a dark blouse you decrease the contrast and therefore decrease the precision that you project. Wear the highest contrast possible – a cream or off-white blouse with your navy blue or midnight blue suit.

### “Questions our female clients frequently ask”

1. It is difficult to find a women’s button-up blouse or shirt. **May I wear a collarless blouse?** No.
2. **Should my collar be buttoned up?** Yes.
3. **Many blouses are made with a filmy flimsy material. May I wear a blouse made from these types of fabric?** No.
4. **Some blouses have designs around the collar or elsewhere on the blouse. Should I wear them?** No.

If you are unable to purchase those ideal blouses – and they are not easy to find for women – have the shirts or blouses made. Or visit a men's **shirt** store or men department of a department store. Or bring a men's shirt back to your dress-maker to be altered.

### Instinct Takes Over

Remember, in highly-artificial interview situations or informal Career Advice Meetings, employers' decisions can be made 100% instinctively. Fifteen seconds to 4 minutes does not give much time for a logical decision! Fortify yourself with the most powerful visual weapon – the *4Minutes* interview uniform. Can you ask for more?

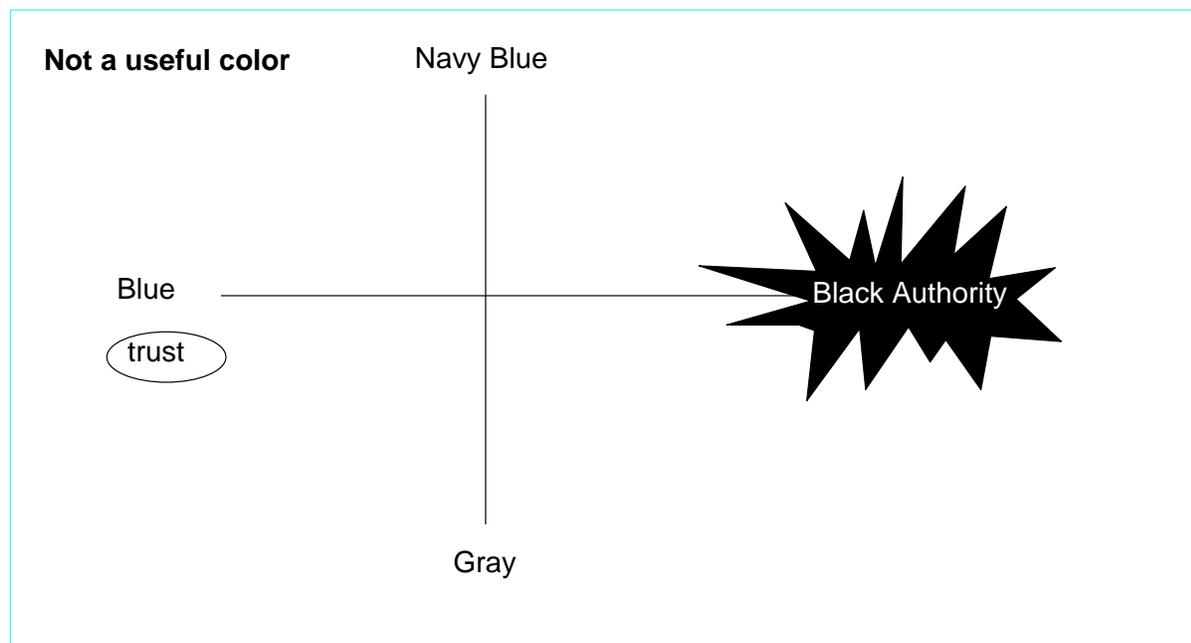
Let's look at a simple illustration of color rotation:

## Visual Color Scale – Finding Optimum Colors

### Black

When someone wears black, s/he has authority. But there is no blue within

black. So you will have authority with **no trust**.

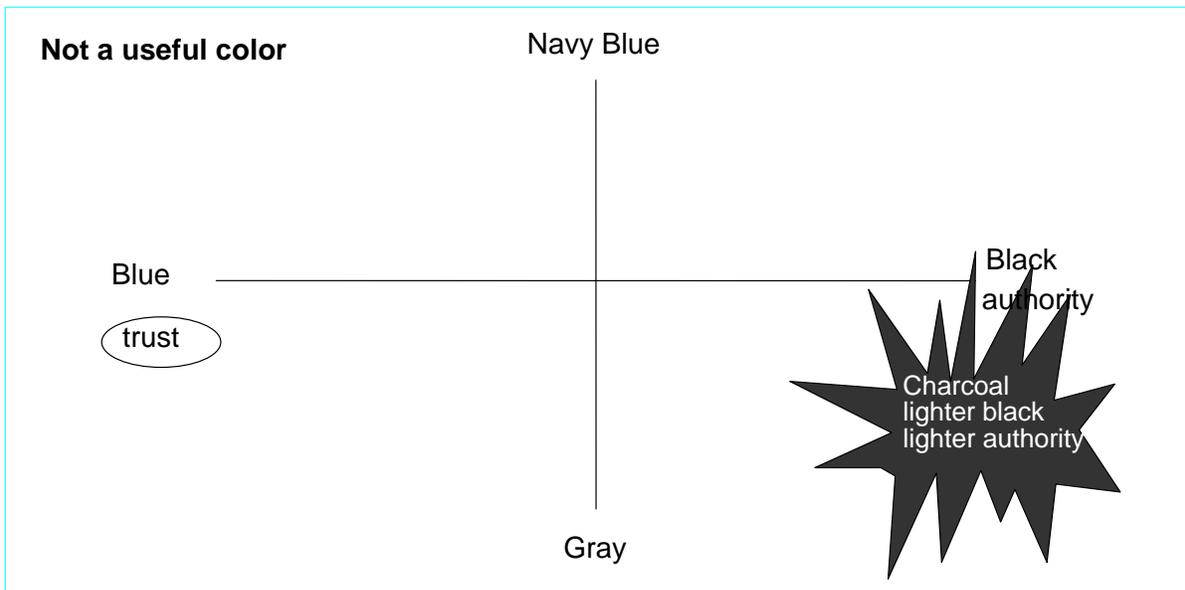


**Illustration:** Black is an authority color. However it has no blue – no trust. So you have the highest authority without trust. This is not very useful in projecting the 85% impact in the 15-seconds to 4 decision-making minutes of an interview or Advice Meeting.

### Charcoal

Charcoal is a light black. So you have lighter (or less) authority and still no blue, **no trust**.

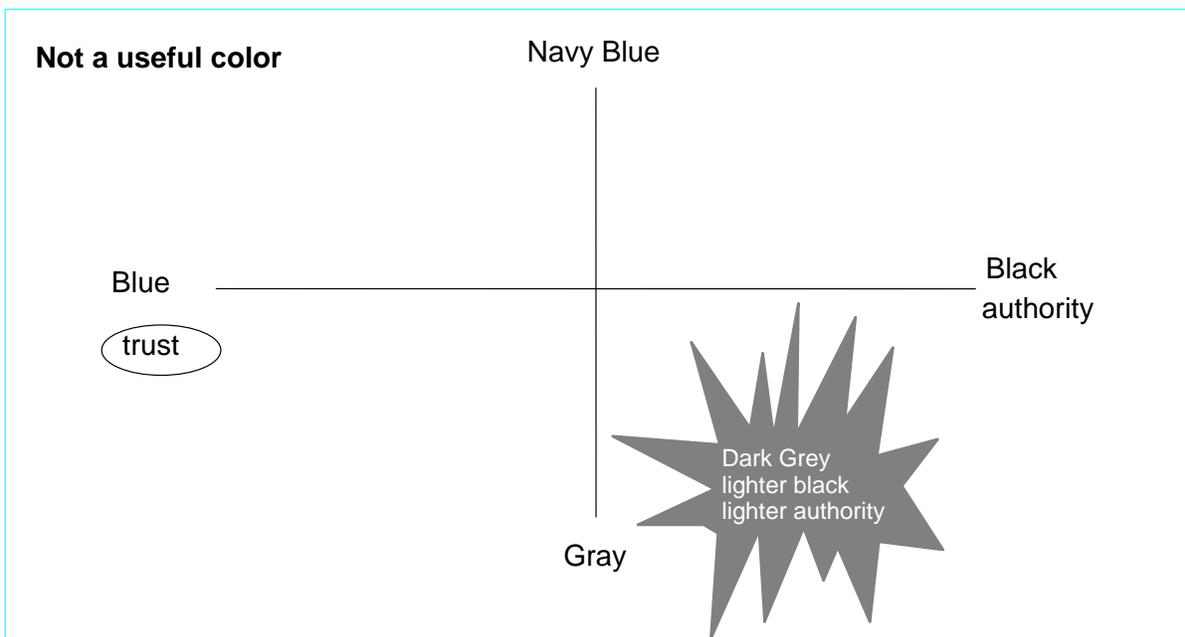
This does not maximize your potential in the interview, at an Informal Meeting, or at a presentation of any kind. Try again.



**Illustration:** Charcoal is between grey and black – light black. Again, you have less authority and no blue, no trust. In the 15 second to 4 instinctive decision-making minutes of your interview or Advice Meeting, this is not a helpful color.

### Dark Grey

A dark grey is a lighter black. So you have lighter (or less) authority and still no trust.



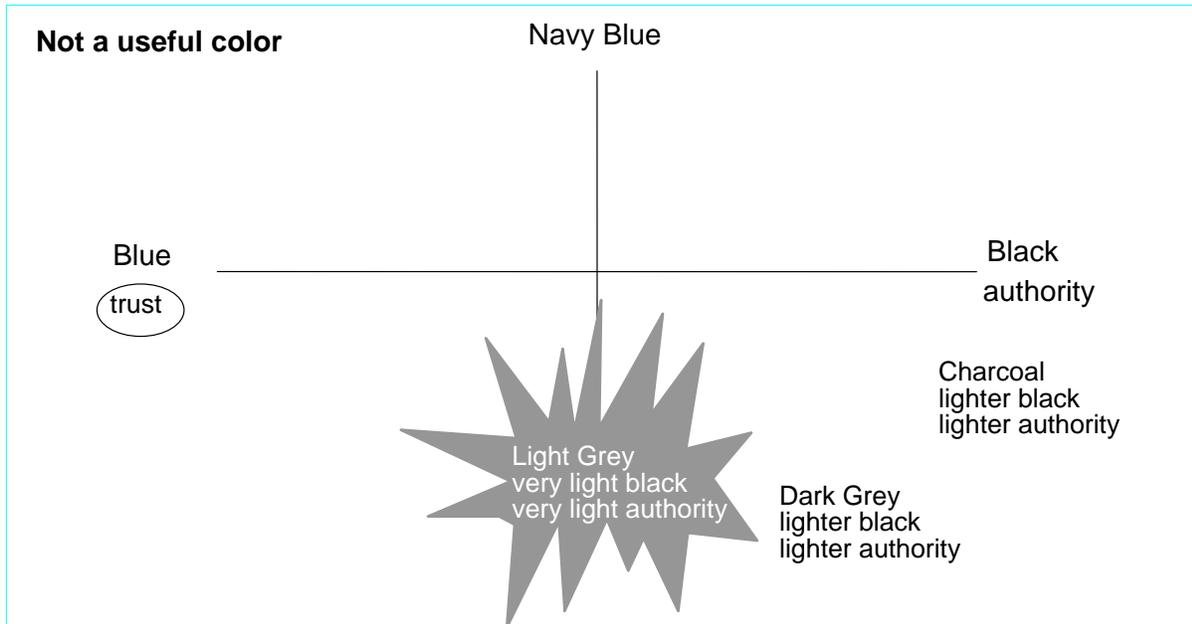
**Illustration:** Dark Grey is another shade between grey and black. Again, you have less authority and no blue, no trust. In the 15 second to 4 instinctive decision-making minutes of your interview or Advice Meeting, this is not a helpful color.

## Light Grey

You often see light grey. Light grey is a very light black (or less authority). Once again, there is no blue. So there is little authority and no trust. Would you put

your organization in the hands of that person?

Keep trying. There are much more powerful colors available.

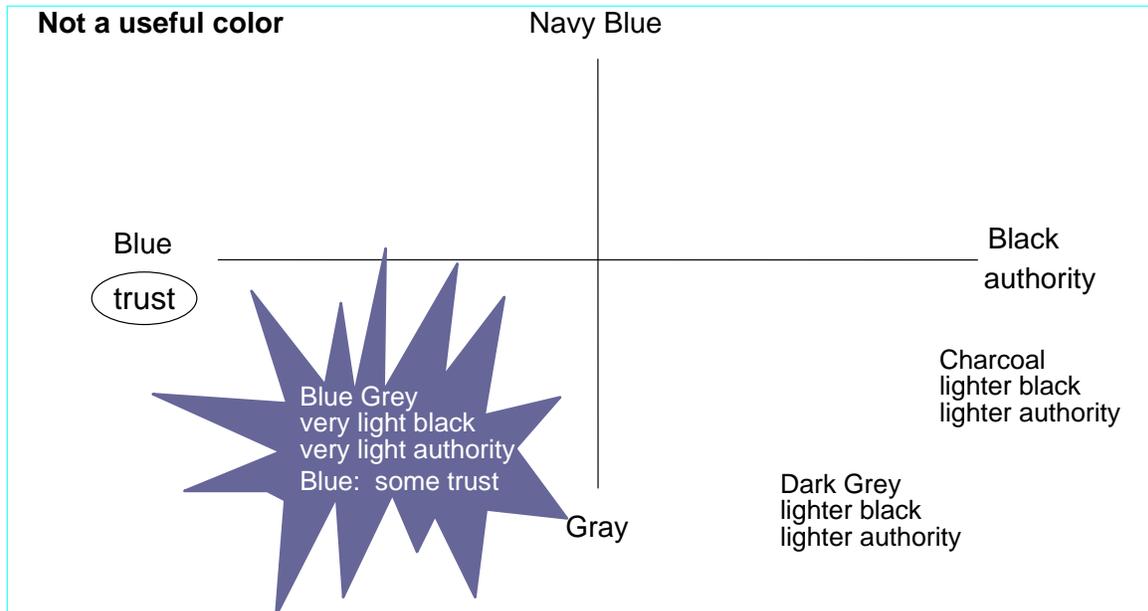


**Illustration:** Light grey is a common middle management color. It is a very light black. So you have very light (or less) authority. There is no blue - no trust. Would you put your organization in the hands of that person for your career? Light grey is NOT your optimum color.

## Blue Gray

Then you may see a light grey with blue woven into it. This is a common middle management color. So you again have

lighter black: lighter (or less) authority, with some trust. Would you put your organization in the hands of that person?

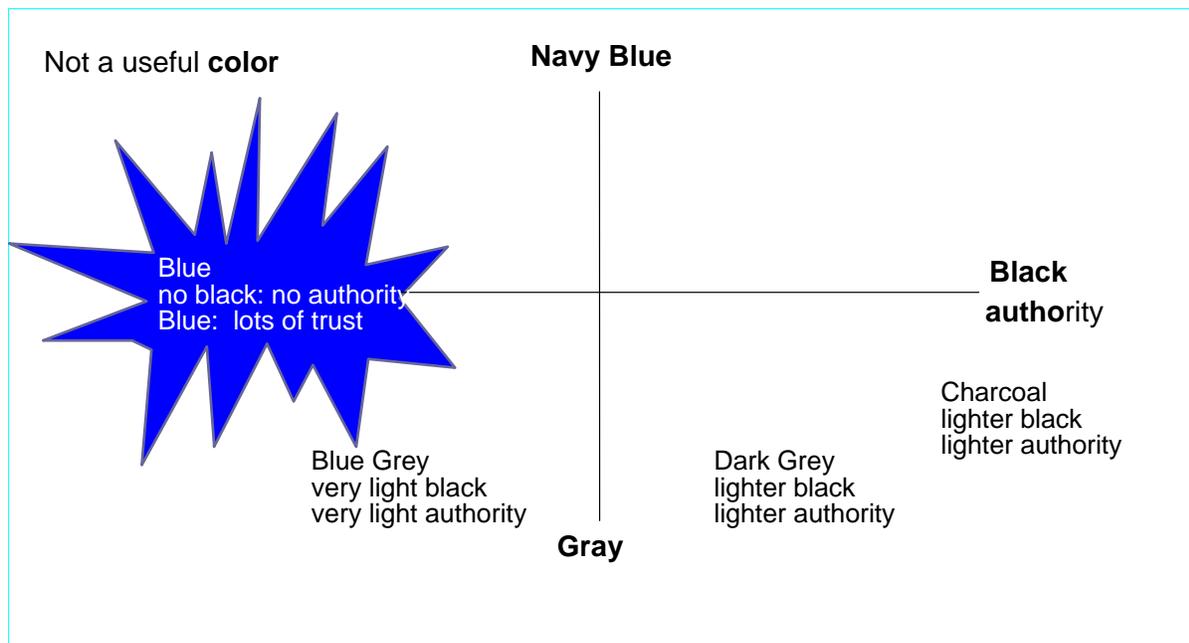


**Illustration:** Blue grey is another common middle management color. The light black suggests lighter (or less) authority; some blue - some trust. This is not your optimum color.

## Light Blue

Now let us consider the impact of the lighter blues. They are often worn in warm summer weather. There is no black. So there is no authority but plenty of trust. So you may trust the person who

wears light blue but does s/he have the authority to accomplish what needs to be done? The subliminal message is “No!” There is no black, therefore there is no power, and therefore no authority.



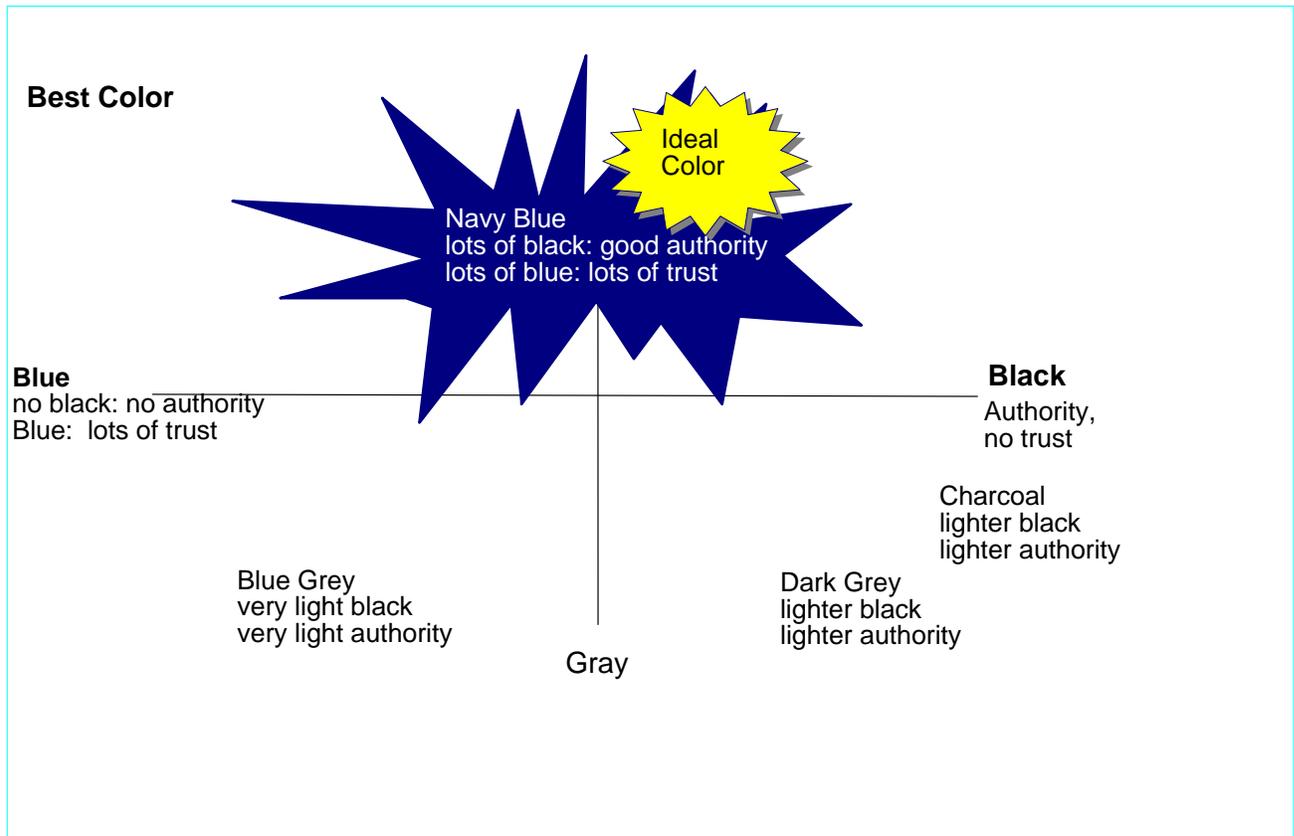
**Illustration:** The light blues that we often see people wearing during the summer have no black, so there is no authority. There is trust. The employer says to themselves, “I can trust this person, but can s/he accomplish what I need done?” The subliminal message is “No!” In the 15 seconds to 4 minutes of the instinctive decision-making time in your interview, you need more authority. Wear navy blue.

I have often heard clients say that light blue is good to wear in the summer heat! Today, most people who wear a suit work in air conditioned offices and travel in air conditioned cars, trains and airplanes. Light blue suits were most popular in the 1930s, 1940s and 1950s when there was

little or no air conditioning in workplaces. To say that you need to wear light blue today because it is summer is not a valid excuse. Wear a navy blue suit to interviews and informal meetings – regardless of the weather.

## Navy Blue

One of your most powerful colors is the navy blue.  
combination of blue and black, known as

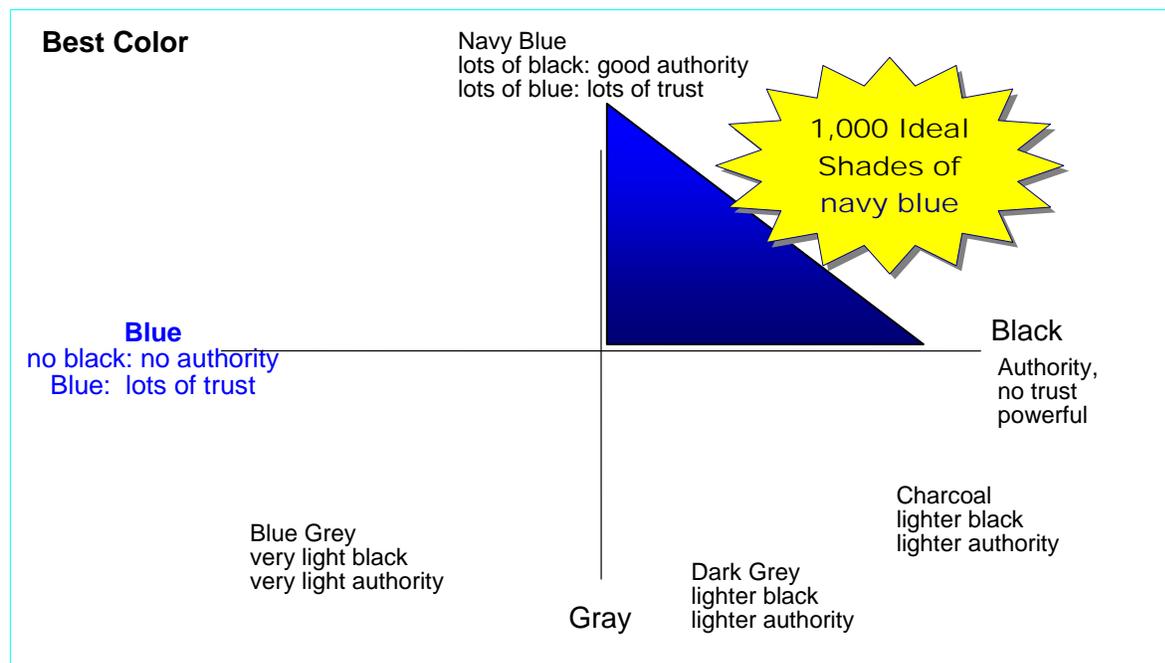


**Illustration:** Navy blue is one of your most powerful colors. The combination of black and blue is your projection of authority (black) and trust (blue) at its best. This is your most powerful color during the 15 seconds to 4 minute instinctive decision-making time of your interview or Advice Meeting

## The thousand shades of Navy Blue

One of the worries of the 'fashion conscious' individual is that "all navy blue suits look the same." In fact, there are thousands of shades of navy blue. La-

dies, especially, are afraid of the "monotony of navy blue." Now you know: there are thousands of different navy blues to choose from. (More about this later.)



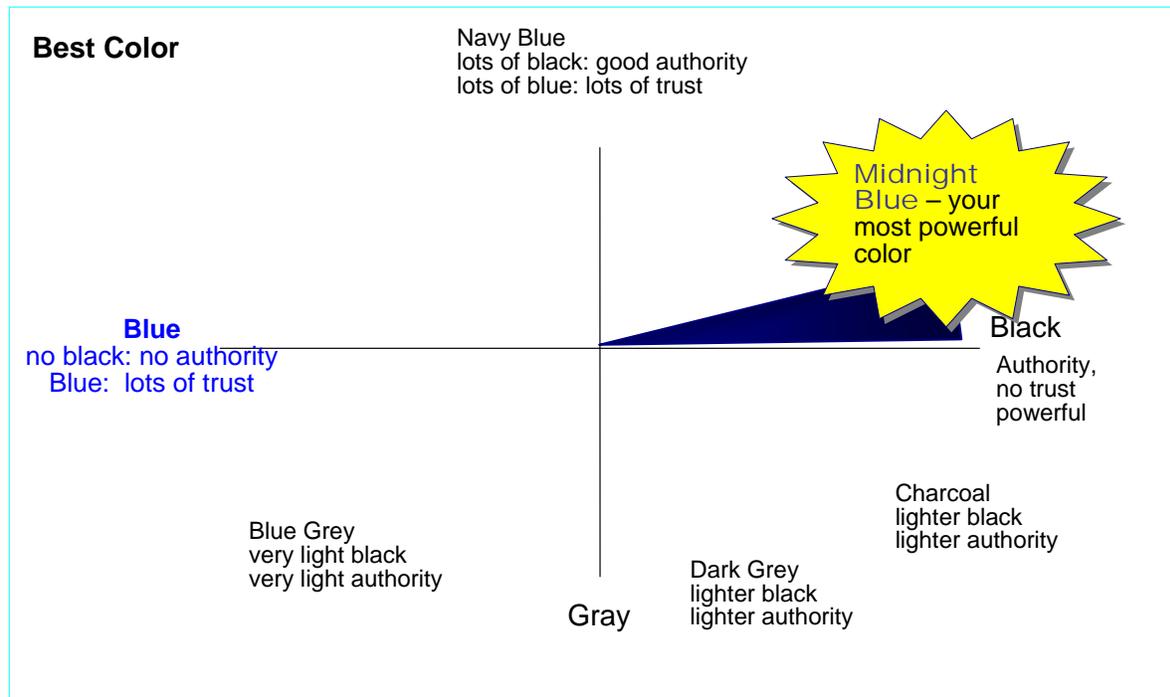
**1,000 Shades of Navy Blue** One of the concerns voiced by our 'fashion conscious' clients is that "all navy blue suits look the same." In fact, there are thousands of shades of navy blue. Women, particularly, are apprehensive about the perceived monotony of navy blue suits. Now you know the facts: there

are thousands of hues to choose from. Navy blue is your most powerful color. The combination of black and blue is your projection of authority and trust. And now you can personalize your interview uniform by choosing different shades and hues of navy blue according to your fashion tastes.

## Midnight Blue

Your most powerful optional color is midnight blue. Very dark blue is 90% black with a slight blue thread or dye running through the material. At first glance, the viewer sees a powerful black; and then the eye subliminally recognizes the blue -

the trust. Your midnight blue suit sends the subliminal message that you are powerful and authoritative and yet, trustworthy (blue) - another step to the position you desire and the salary you deserve.



**Midnight Blue** Your most powerful color is midnight blue. This very dark blue is up to 90% black with a slight blue thread or blue dye running through the material. At first glance, the viewer sees a powerful

black, and then the eye subliminally recognizes the blue - the trust. Your midnight blue suit sends the subliminal message that you are powerful and yet, trustworthy - another step into the position you desire and the salary you deserve.

## Our Best Advice - Impact of Clothes in Your New Organization

The following advice will be worth more to you than any other advice that *4 Minutes* has to offer. Almost everything you learn from your *4 Minutes* kit will be used in a very limited range – five to ten people worldwide may see your CV-resume and appreciate your professionalism, talents, and experience. They are the hosts,

managers, and employers that you meet. One or two executives or managers in the company that hires you will read your CV-resume. The remainder of your colleagues in the new company or organization usually do not get an opportunity to see or read all the great things that are listed in your CV-resume. They will only

see you - visually.

The future of your career at your new organization will depend on colleagues' judgments of you. If you join a fairly large company or organization - 10 to 15 senior people will 'meet' you and make judgments about you **without you ever getting a chance to meet them and show your talents.**



How? Because **they will see you in the corridors, at the elevators, in the lobby, in the car**

**park...** They will recognize you and your name because you were pointed out to them as "the new person." And they will make a very fast 15-second-to-4-minute judgment about your work and your worth. Their instinctive judgments will affect the rest of your career with the organization. How does the judgment occur? **Visually!** Yes they will judge you visually. So make the most of your first view and you will pave the way into your fantasy career for the salary you de-



sire.

There is only a 2% possibility that they will change their minds.

Yes, your colleagues and working staff will make a snap, instinctive, seemingly unfair visual judgment about you in the first 15 seconds to four minutes and will probably not change their minds ever more. No, they are not judging your fashion. They are judging YOU – the person. Everything you do in that organization, no matter how brilliant, will re-confirm their first *visual* decision<sup>1</sup> about you.

Later in your career, you may find yourself in an important situation where you require the support of a particular colleague. You may need them to make a 'Yes' decision. If that colleague had initially read your CV-resume, their 'yes' decision about you will have been made already been made – days, months, indeed

years before – when that colleague first saw you.

Most people in your new organization will never have a continuous close association with you. They will not discover anything different about you because they never saw your CV-resume. They will assess you through the filter of their first instinctive *visual* evaluation. Controlling that first visual evaluation will be the next step into your ideal career and the compensation you desire.

<sup>1</sup> The expression, 'visual decision' refers to a situation where an interviewer or employer makes a decision about the candidate at the first visual encounter. That intuitive 'visual decision' may be a 'yes' or a 'no' but it will rarely change over the course of the meeting or interview

Wear navy blue for a fresh start at your new company or organization. You only get one chance to make a first impression

When you arrive on the first day at your new job, you have a wonderful chance for a visual fresh start that will give power to all your actions in that new organization. When you wear the navy blue uniform, your new colleagues will see an authoritative, trustworthy and precise individual on Day One. And that is the lens through which they will see you in the future.

Future employers, colleagues and other people in your organization will judge

“A visual judgment is so unfair.”

Now you say, “This visual judgment is so unfair.” Yes, it is. But you do the same thing when you assess others.



I have often asked executives if they have someone in their organization who is obviously incompetent, but seems to get promotions that defy all logic. One executive I can remember expressed it succinctly, “Yes, we do have one of those incompetent types who keeps getting promoted.”

your performance from what they see - even if they did not interview you. After your initial all-important visual impact, only a major new development, situation, opportunity, or jolt will cause your colleague(s) to change their opinion of you. So the first visual impression you make will be crucial to your future success. Use the navy blue uniform and move into your ideal job for the money you desire.

Then I asked the executive, “How does he dress?” The executive replied, “Of course he dresses well! He has lots of time to dress himself. He does not do anything around here.” A person who looks similar to an executive is treated as an executive. S/he receives promotions similar to an executive. Use the navy blue uniform and move into your ideal job for the money you desire. Is this a formula for success? You bet it is! Wear the uniform!

## Silent Power

### Become 'dress predictable'

When you make *changes* in the color of your clothing every day, you send a visual message of *instability*. Yes, instability. This is your own doing – **because you decided to change the colors.**



“But I am not unstable.” you complain. Then do not present unstable visuals.

Think about the policemen in your community. Suppose that one day they wore

blue uniforms; then the next day they wore green; the next day they wore yellow uniforms; then red uniforms; then yellow and green uniforms; then blue vests with khaki-colored jeans; and so on. Would you be confused? You bet. When you change the colors of your clothing, you also send a series of confusing subliminal messages!

Here is how you can use your clothing for maximum power-effectiveness. This will lead you another step into your ideal job

and the position you desire.

## Wear the interview “Uniform” - Send a ‘trust and authority’ message every day

We often mistakenly send a confusing visual message by changing colors every day. This habit destroys the ‘trust and authority’ message that we could send out to our colleagues. Color-changing

dressers often defend their actions by saying that they change the color of their ‘uniforms’ every day to convey visual freshness. Now you know how this habit has a detrimental, even deadly result.

### Is this you – Sending out different colored messages every day? Don't



**Illustration:** Wearing a different color or pattern of clothing every day sets off an explosion in the minds of colleagues. By wearing the same ‘uniform’ you avoid exploding your image and send a powerful message of stability.

**Thus far in the exercise of preparing your job search weapons, you have invested considerable time and effort. Ensure that you project a ‘trust and authority’ message every day. Wear the navy blue uniform.**

**Dress uniquely.** Each navy blue suit may be a different style although they do not need to be. Now you know how to use your dress weapon. Wearing navy blue every day is unique. Most people in the workplace, including executives, do not have access to a professional career consultant to assess their business wardrobe. Many professionals buy their clothing following current advertised trends.

Fashion marketing is solely designed to boost clothing sales (which only benefits the sellers) – not to help you get a job or move up in your dream job. Simplify your business wardrobe. Project your ‘trust and authority’ message every day. Wear the navy blue suit. This will be a major step into your fantasy job and the rich compensation you desire.

### Scenario

Picture yourself as an executive who is choosing one colleague from your group of associates who will accompany you to an important meeting or presentation. Your purpose for going to the meeting is

to persuade three (3) other attendees to support your proposed course of action. Which colleague would you choose? The colleague does not need to say anything in the meeting. They are only required to

sit there and support you by their presence. It will just be you and your silent colleague facing three other executives.

Visualize this situation. Would you select a colleague or staff member who was wearing a brown suit without a jacket? Would you select one who was wearing brown pants with a beige shirt or blouse? Would you select the one who was wearing a light grey suit with a blue shirt or blouse? Would you choose a male

colleague in a navy blue suit with a white shirt and a dark red tie or a female colleague in a navy blue suit with a cream blouse and a solid blue scarf? Yes, you would choose the person wearing the navy blue uniform because s/he brings authority and trust and precision to your side of the table. So prepare yourself, as a candidate or employee, to be chosen as a participant in important management meetings because of *what you wear*.

**At 4 Minutes, our clients use our system because they want to be listened to. How you are seen is part of being listened to.**

Every profession, every job has a uniform - whether you are aware of it or not!

Many trades and professions have an identifiable uniform.

Read through this list of professions. How quickly can you identify their uniforms?

Airline pilots: worldwide

Generals: worldwide

French waiters

The Swiss Guards in Rome

Medical doctors: worldwide

New York City maintenance workers

Mullahs

Chefs

U.S. state highway patrol officers

Cossacks

Chinese citizens during time of Mao

Hari Krishna's

Tibetan monks

Ice hockey players

Soccer players

North American cowboys

Lawyers in British courts

Astronauts in casual dress

Astronauts on space walks

Diplomats

Nurses (from 1950-1980)

Most professions however have a non-uniform. Yes, they wear a non-uniform of nondescript, bland clothes. Yes, these professions have not chosen a uniform yet! As a result, their members are unsure of what to wear. If we wear uninspiring clothes, we look uninspiring during that critical 4 minutes at the interview, at informal Career Advice Meetings and in everyday work life. You can personally change this by wearing the navy blue uniform every day.

### **Purchase your uniform**

Purchase 5 navy blue suits – each the same or with a slightly different shade of navy blue. Ensure that you choose the navy blue shades that you like because they will be your daily tool. Choose good quality fabrics in your suits and shirts and blouses. Purchase 5 to 10 white shirts (men); off-white or cream blouses

(women). Purchase 2 to 3 ties (men) or scarves (women).

If your career does not require or inspire you to wear your 'Sunday best', why are you in that career?

Exactly. When a client says they wish to change careers, I will test their goal by asking them, "Would you wear your finest 'Sunday Best' suit to that job every day as a sign of respect or commitment?" If the answer is "No," I ask, "Then why would you choose to work in that career field?" Let's select a career job that you truly desire; where you would wear your most powerful uniform.

Your objective, when you started organizing your CV-resume and your job

search skills, was to prepare yourself to secure job offers and the compensation that you desire. Now you have a mission. Dress for it. Wear your best. This is the next step into your new career and the salary you desire.

<sup>1</sup> **'Sunday best'** refers to churchgoing clothes worn only on Sundays and for special occasions. In contemporary vernacular, it simple refers to all outfits that present someone in a very favorable way.

**Let the world know. Show your commitment by dressing for it.**

Casual Dress – non-suit uniform  
[Details from book '4 Minutes...']

Try out our dress techniques at your present job.

Even when you have not yet changed your job, make your statement: "**From today forward, this will be the New Me.**" Buy and wear your new uniforms.

They will demonstrate that you are totally committed to your goals. Start now, before you have an informal Career Advice Meeting or job interview.

'Test drive'<sup>1</sup> your new uniform.

Over the many years working with clients, we noticed that few owned a solid (no patterns) navy blue suit. When clients purchased their navy blue suits, they usually put off wearing them until their first interview or informal Career Advice Meeting.

Clients usually came to our office imme-

diately after an interview or Career Advice Meeting to do a follow-up analysis. Thus, we were at the receiving end of the clients' new suits. We finally got to see the suit! Wow!

However, one could tell that the suit was new. We could see that the client was slightly uncomfortable. They squirmed

<sup>1</sup> 'test drive' refers to the practice whereby customers at a car dealership or showroom drive their chosen car on the road to assist the customer in deciding whether they like the handling, comfort,... before purchasing the car.

around in their new suit. They were also slightly shell-shocked from the unaccustomed dose of additional respect they were drawing from everyone because their navy blue uniform made them look powerful. This discomfort is not a strong situation for a job hunter to be in when going into an interview or Career Advice Meeting. Practice wearing your power uniform for days or weeks before your meetings or interviews and you will take another step towards your ideal job and the compensation you desire. Become accustomed to the increased respect your uniform will inspire. Start shopping now! Remember this will be 85% of the impact.

Does a football player wear his/her new football shoes on the day of an important game without trying them on first? No. S/he tests them. Does s/he use them in

practice? No. S/he tries them out; becomes accustomed to its performance features. Does a racing car driver test drive his new car many times around the track before taking it into an important race? Yes.

So, test out your uniform. Wear it. Get used to it. Become accustomed to the increased respect your uniform will inspire. Get it creased. Let your hosts and interviewers see that you are accustomed to wearing powerful colors.

We have had many opportunities to advise clients who were trying to maximize their investment in their uniforms. Before they went to their tailor to get their suits made, we offered some tips.

Try to get fabric that combines 'moiré and worsted' material.

## Shopping Tips For Suit Buyers

**Men: when purchasing suits retail 'off the rack'** (a) Do not be afraid to leave the store if you are unsure (b) If you wish, organize your potential purchase then leave the store. Think about your decision overnight then go back to complete the purchase the next day if you feel comfortable about it.

**Shop at a quiet time for better service:** Avoid shopping during a busy time of day. You will feel pressured and self-conscious because other customers will be waiting to be served. Your salesperson will feel pressured and will try to close the sale by using strong compliments, "That looks great on you!" When you shop during a quiet time, the salesperson is more likely to work *with* you. S/he has the time – 90% of clothing sales are impulse purchases. A high-quality suit is a 5-15 year investment – not something to do on impulse.

Refraining from impulse shopping increases your chances of not getting 'buyer's remorse.' (c) The salesperson is first and foremost a salesperson – not a

tailor. You will need to educate him/her to your needs.

### Some Specific Guidelines

(1) **Pants – Height** Choose pants that have a waistband that is high rise – pants that come up to your navel. If the store cannot provide this style, leave and find a store that will. Frequently, a store salesperson will be critical of your demand, citing that this is out-of-style! S/he will be hitting at your paranoia about being out-of-fashion! Remember that s/he is trying to rescue a sale. S/he does not have your best interests at heart. If the salesperson does not serve your needs happily and helpfully, leave.

**Men: Pant Leg Width:** Many men have larger-than-average thighs or calves. This may be genetic (your parents) or be the result of building up muscles through playing sports or (over)weight. It is the store's responsibility to find you a perfect fit. If they are unsuccessful, leave. Pants with thighs that are too narrow will be uncomfortable. They will also pick up unsightly creases and the fabric will stretch

so that they don't hold their proper crease. The same applies to your lower leg beneath your knee. It may be wider than average.

Depending on the current fashion pants, between the knee and the ankle are usually too narrow. Insist on a style that gives you a pant leg that does not cause fabric to stretch and damage your suit. A good test is to sit down. Do your pant legs pull tight around the thighs? Refuse them – no explanations. Your salesperson knows they don't fit and should have brought it to your attention. S/he is keeping quiet hoping you will not notice. If so, do not trust him/her.

Next, when you are sitting down, does the fabric catch and pull slightly in front of your knees or at your calves? Too tight. Refuse the pants. Find a pair that drop straight, or are slightly wider.

**Men: Pleats:** Get pleats on your pants. A pleat is a fold of material that starts at your waistband and drops vertically for 3-4 inches. This enables you to breathe more freely when you sit down (if you are wearing high rise pants.) If the store salesperson has few or no pants in this 'no pleats' style, leave the store. S/he is not working for you. S/he is trying to make a sale.

**Men: suspenders:** Purchase two or three pairs of suspenders. Tell the salesperson that you will be wearing suspenders exclusively. Instruct the salesperson that you want the belt loops removed from the waistband of the pants. They can carefully remove the belt loops with a razor blade. There is nothing 'more un-

appealing' than a pair of pants with empty belt loops.

**Men: take clip suspenders with you** to test the pants. This is a serious investment in your job search and in your future career. You need to test the product. So, buy clip-on suspenders at a department store. Bring them with you on your shopping expedition.

**Men: sit down and try out your pants.** Take your time. Sit down, squirm around. Are they comfortable? Get up. Does your pant waist settle horizontally around your waist without having to pull them up? If they stick, try another pair with a larger pant waist.

**Men: waist size:** Insist that your pant waist size give you room to breathe, unencumbered when you are sitting down. Retail Salespeople spend 95% of their working lives standing up. What do they know about sitting down and sitting down comfortably?! "If God wanted you to have a tight waistband, why weren't you born with one?" "If God wanted you to wear a belt, you would have been born with one." Most salespeople will attempt to sell you a waist size that allows you only one or two *fingers* of breathing room when you are standing up!

Give yourself two or three fingers of breathing room when you are sitting down – with your stomach relaxed.

This will enable you to breathe freely when you are in stressful meetings and when you are working in your new career.

### Suit Care:

**Do not dry clean<sup>1</sup>** unless absolutely necessary– wipe spots with a damp cloth. If you need a dry cleaner, find one that offers a ¼ or ½ cycle of dry cleaning. This will cause less damage to your suit's fabric. Attempt to find a dry cleaner who uses organic solvents. Your suit will not smell like a chemical plant. Your skin will not absorb highly toxic chemicals.

<sup>1</sup> **Do not dry clean:** the powerful solvents and chemicals used in the dry cleaning process are designed for you to pay to 'clean' your suits and other customers' dirtier suits, pants, jackets... This dry cleaning will destroy the 'nap' of the suit material. You can clean everything with soap and water. Furthermore, stains can be removed by hand, by you or your tailor or your dry cleaners if you offer to pay them. By doing this, you will add years to the life of your suits. Furthermore, you will improve your own health.

Having those poisonous, toxic chemicals rubbing

against your skin every day causes you to absorb the toxicity every day.

**Men & Women:** if you are having your cotton shirts laundered, have them starched. Where possible, ask for ‘double starch.’ This will ensure that there is a minimum of wrinkles on the front of your shirt or blouse. This part of your shirt will be directly facing your host or interviewer. Starch and professional pressing will minimize the wrinkles around your button holes and seams.

**Pressing Your Suit:** When ironing (pressing) your suit, place a damp cloth between your iron and the suit material. This will allow the steam to help the press and minimize damage to the cloth. Using the iron directly on the material will cause it to become shiny (aged) very quickly.

### Rotating Your Clothes

By rotating your skirts and pants, you can air them out – keeping them fresh and away from the dry cleaners.

### Suit Purchasing

**Men: purchase two pairs of pants** for every jacket you purchase. Pants wear out faster than jackets. So, with 2 pairs of pants your suit will last longer. Many clients who followed this advice and purchased *mohair-and-worsted* fabric are still wearing their suits 15 years later and tell us people ask where they bought their new suit!

**Men: wear high rise pants.** The same way that women’s skirt lengths go up and down, so too do men’s waist levels. The following is not meant to interfere with your casual fashions. However, when ordering a tailor-made pair of pants, specify ‘high rise.’ This means your pant height should come up to your navel! When sitting down the pant waist will rise slightly above your navel. This, aided by your suspenders, will ensure that your shirt will not creep out of your pants – as it will with ‘low rise’ pants. You will not have to tuck your shirt back in when you stand up. Secondly, when your waistband is above your navel (when you are sitting

down), you will be able to breath freely as part of your stomach will be below the waistband where the pant material and pleats will allow more stretch. Breathing freely will enable you to remain calm and relaxed during a high-stress meeting or interview. At the end of the meeting, you will be able to rise and shake hands instead of adjusting your flapping shirt.

**Ladies: purchase two skirts** for every jacket you purchase. Skirts wear out faster than jackets.

### Why not buy a second pair of pants or a skirt later on, if I need it?

The material is never the same color. Usually a suit is cut from the same bolt of cloth. Going back later means the second garment (pants, skirt) will be a slightly different shade. Purchase all you need at the same time.

**Men: purchase a vest** with your suit. If you do not wear a vest, when you unbutton your jacket (as you sit down), your Target Managers-interviewers will see a large, white, unpowerful-looking white shirt, however wonderful it may be.

Do not open or unbutton your jacket if you do not have a vest

**Men: wear suspenders** under your jacket instead of a belt. Most men wear belts. When men rise from a chair, the first thing they do is reach down with two hands to pull up the waist of their trousers that have fallen. This is not an elegant gesture. It requires your hands to engage in a task other than shaking hands. Suspenders eliminate this problem. If you are having a suit made and are prepared to wear suspenders, instruct your tailor to give you an extra 1 to 2 inches around your waistband. Your stomach expands when you sit down (depending on your exercise level). By giving yourself that extra space around your waist, you will breathe more freely. You can only do this with suspenders. This is good for remaining calm, and is also good for your long term health!

## Interview Uniform at an Interview in Your Company or Organization



I remember a client of ours who worked as producer of a national arts program for a radio station that was part of a TV-radio conglomerate. She produced her own national show at a very young age with a large team of assistants and on-air talents working for her. But she wanted a job on TV: 'on air' in front of the camera. There was an internal job competition which she applied for. She was called to come for an interview. If she got the job, she would be embarking on a new career involving major changes. She would no longer be the all-powerful radio producer. She would now be a junior on-air talent. She would have to work her way up the ladder again. On the plus side, however, she would gain public recognition and do her dream job.

She asked me about the ideal clothing for her upcoming interview. As usual, I specified that she wear a navy blue suit. But she said that everyone on the interview panel knew her and would expect her to wear her usual casual attire. She was afraid that showing up in a navy blue suit would look as if she was trying to impress. And besides, the TV producer, who would be her future boss, was on the interview panel and worked on the same floor and had seen her every day for 5 years! In other words, she wanted to make herself not seem too eager in this typically uncomfortable situation – being interviewed for a job within your own organization.

Radio announcers often have a very casual approach to dress. After all, they are not often seen by their public. It is their voice that is recognizable. Our client, as a radio show producer, always wore casual attire. Each time she came in to see us, she wore trendy and interesting but very casual outfits. Unfortunately, they were in shades of dark

brown and beige which tend to make the wearer invisible. As an 'on-air' personality working in television however, the impact of her brown clothing would not be authoritative, trustworthy and precise. It was important that she change her image and wear the navy blue suit.

So I set about the task of talking her into wearing the navy blue 'uniform' to her job interview.

I said, "You have hired many candidates in your career. Let us make up a situation. Suppose you were interviewing candidates for this important on-air TV job. Candidates came in to the interview from outside the organization and of course were dressed up. (You would dress up for an interview outside your organization, wouldn't you?! Of course you would.) Now imagine that a colleague you know well, who works on the same floor, arrives in front of your panel to be interviewed."

"Now remember, your team is important to you. You built the team. Your team carries your message. The team makes or breaks your show. You work 60 hours per week on your show. Now you are interviewing to fill a key position - one of your 'on-air' TV reporters. Would you like your colleague-candidate to come to the interview wearing everyday casual clothes at this extremely important career crossroad? Or would you prefer your colleague-candidate to wear their 'Sunday best'?<sup>1</sup>

You would appreciate a candidate who considered the interview to be an important occasion, would you not? Yes you would!

<sup>1</sup> Sunday Best – refers to the practice of dressing in one's finest clothing to celebrate the traditional 'day of rest'

### Dress to the Mission

So, BE that ideal candidate! Forget your paranoia about how people might react. Every candidate wonders, 'What will they think of me?' Tune out extraneous thoughts.

Focus on the task at hand. Dress to the mission.

Our client dressed herself in black suit - black velvet to be precise. (She did not want any-

one to think she had entirely abandoned her artistic fashion sense!) She reported later, "People came out of the walls." As she walked down the hallway, she received compliments from everywhere. And, of course she received the expected caustic remarks from those who are incapable of social niceties, "What is this, a funeral?" "You really want this job, don't you!"

She walked into that interview, wowed them, and got the job offer.

Our client was a gifted and capable person. Her powerful suit served as a launch pad that commanded attention for her words. She got the job. And she went further. Today she is senior partner in one of the country's top public affairs firms. She has an international reputation for taking companies and turning their stodgy old images around so that they are listened to! Wearing the interview uniform will take you another step into the job you want for the salary you desire.

### Do I have to wear the uniform every day for the rest of my career?

Are we talking about the 'uniform' forever and ever? Yes and no. Stop wearing the uniform on the day you decide that you do not want any more promotions, you do not have a message to communicate or you do not want to be listened to. We do

not specify the design or cut of your suit. You may choose your own style. We are talking about the impact and effect of color to get and maintain your ideal career and the compensation you desire.

### Buy 5 blue suits

Yes. I recommend to clients that they purchase five navy blue suits. Why five? Because you might be tempted to change colors out of the navy blue range if you do not have several ready to wear. You will have a fresh suit ready to wear every day of your work week, if you wish to demonstrate that you change your clothes regularly. Your suits will wear well when they are hung up and allowed to breathe for several days. Even if one or two of your suits are at the dry cleaners<sup>1</sup>. (getting a ¼ or ½ dry cleaning cycle) or your suit is in need of a 'spotting' (tapping an offending spot or mark with a damp cloth or with light detergent), you will have a clean, , fresh navy blue *trustworthy* suit ready to wear when you need it. This is a reasonable and practical starting point. With five navy blue suits in your closet, you will wear a powerful suit every day. Should all 5 navy blue suits be identical? No. There are thousands of different shades of navy blue and many different styles. Invest in them.

Wear your uniform to move into your new career job and prepare yourself for more great things in your future.

What do airline pilots wear? Yes, they wear mostly navy blue suits, white shirts and blue ties.

<sup>1</sup> dry cleaning: please read our warnings about dry cleaning, and your more healthy options of hand cleaning

**No mechanical ties:** Most people can spot a mechanical tie within seconds. It is a fake tie. It projects a visual message (85%) that you are wearing something fake as part of you. The tie is situated 2 to 3 inches below your face, so your interviewers-hosts will be focused on it. It is easy to see! Most menswear stores will have a how-to to show you how to tie your tie. You can also look up 'tie a tie' on Google.

**Waist size:** make your waistband the size of your waist when you are sitting down – possibly 2 inches more than when you are standing. You want to be healthy and able to breathe while working at your desk or in a meeting. To do this you need to wear suspenders. Have your tailor or your local dry cleaner sew buttons into your waistband. Buy five sets of suspenders. They can often be purchased inexpensively in second hand

stores. Having five pairs means you will not need to keep transferring them as you change suits.

## ANOTHER PARADIGM – BONUS TIP

### When you start a new job - introduce yourself to your new colleagues with your CV-resume

As we mentioned in the preceding section, only one or two people in your new organization will see your CV-resume. If your CV-resume impressed the manager(s) who hired you, it will likely work well for your new colleagues.

Make multiple copies of your full CV-resume and circulate them among your colleagues.

#### Is this too much?

Is this ‘over doing’<sup>1</sup> it? No. Will your colleagues be better able to use your skills if they know what you are capable of doing? Yes. Would it be advantageous for colleagues to be able to identify personal aspects of you and your common interests immediately, or to have them learn about these skills and interests over the next five years? The answer is clear. The more they know about you and the sooner they know it, the more confidence you will inspire. The more they know about your specific expertise, the more they can ask for help and the faster you can provide it. So get your information into your colleagues’ hands. Share your full CV-resume with them. **Do it now!**

<sup>1</sup> ‘**over doing it**’ means giving more effort in some initiative than is considered to be necessary

Sharing a resume is so strange

Yes, colleagues might talk about how unusual it was for you to share copies of

your CV-resume. They will definitely comment on the length of your CV-resume. But beyond these comments, sharing your CV-resume will enable you to interact on a relationship basis which few other colleagues in the organization have with each other.

How to introduce your resume smoothly

How should you introduce your CV-resume? Speak to each of your selected colleagues – one by one, and say, “You and I have much work to do together. Here is a copy of my CV-resume. It will give you a clear picture of where I may help and what you can count on me for.” If you have any questions, I will be happy to answer them.

Remember that the employer (or interview panel) may have hired you because of skills you possess but which you yourself did not think would be needed at that job. Or your colleagues may strongly need your skills that they were not told about by the manager(s) who hired you. Your new employer or boss may not tell you which skills actually made you the number one candidate. Share your CV-resume with your colleagues so they can see the same skills for which you were hired and identify the ones that they need.

This will be another step forward into your new career.



**“You and I have much work to do together. Here is a copy of my CV-resume. It will give you a clear picture of where I may help and what you can count on me for.”**

Here is another way to use your CV-resume. When you are preparing a first meeting with a colleague or someone across the company whom you have not met, or even a junior person, the day before (two days, if possible), before the meeting send your CV-resume with a cover note, “You and I have some work to do. Here is a copy of my CV-resume. It will give you a clear picture of where I may help and what you can count on me for.” This will be another step forward into your new career.

## We want to circulate fifteen copies of your CV-Resume



A client of ours was hired as Director of Sales and Marketing by the flagship hotel of a large hotel chain. This was a very successful hotel. The former Director had been terminated after ongoing conflicts with the 32 managers, supervisors and coordinators that he managed. Many staff had and were currently resigning from the hotel. This pointed to a serious morale problem. This top industry performing hotel's highly trained staff were deserting to the competition who were only too happy to scoop them up. The hotel was number one in sales, but that position would implode if their staff continued to resign.

We learned of this situation when our 30 year-old client came in to tell us of her successful hiring as the new Director of Sales and Marketing and made a request for 15 additional fully bound copies of her 46-page CV-resume! Naturally we asked why. “They are bleeding staff and want to let the Sales and Marketing team know that the morale problem is solved and introduce them to this great new Director, me, who is coming aboard shortly!”

This client had originally achieved her Sales and Marketing successes in a hotel 1/5 the size; she was a Chamber of Commerce Ambassador in her former small city, a battered women's shelter fundraiser, a war canoe paddler in junior college, a community annual

breakfast organizer, a reader of motivational books, one of 4 children who skied, and a balanced person who valued weekend time to herself. She was a department store salesperson during her high school years, then went on to being a credit card merchant sales rep before cutting her teeth in a small 250-room hotel as a Sales and Marketing Manager. You can well imagine the multiple contact points that her CV-resume could make with disgruntled employees; enough to cause them to postpone their departure plans and give their hotel another chance.

Here was a candidate who, by comparison, came from a tiny hotel. In 4 years she showed her skill at building a small 4-person sales and marketing team. Indeed it too was tiny. Her breakthrough came when she showed all her other soft skills, not usually seen in a resume. Our client's Skills section (Management Technique, Sales Management Technique, Motivation Technique) listed 19 skills. This client had adopted a team attitude, focused on sharing and brainstorming ideas, mentoring and giving praise and credit to staff.

This unique case where the management of an organization widely circulates a new employee's CV-resume shows the advantage of sharing your CV-Resume with your own immediate colleagues. If they do not do it, do it yourself.

This is also a case where our client through informal Career Advice Meetings was able to leapfrog into the direction of an organization that was five times larger than her previous position. Our client was an out-of-towner. She had applied for and been rejected by other large hotels, being

advised to focus on smaller operations of the same size as the one she came from and 'learn the ropes' in her new city. By going to informal meetings and sharing her full CV-resume, she was able to sell skills that corresponded directly to a large organization's needs.

## Sharing Your Resume with a Colleague



"I was hired as a marketing consultant on an 8-month contract by the board of directors and the owner of a company to devise and implement a marketing plan. This company was in a service business. So the way that they treated the customers would have a major impact on the company's success, and my success as their marketeering consultant. Achieving increased revenues would require more than advertising, photography, direct mail, loyalty offers and internet marketing. It was obvious that the 100 staff who dealt directly with the public were not sufficiently skilled.

I began a series of meetings with company executives. With difficulty, I managed to set up a meeting with the Director of Guest Services who supervised part of the customer contact team – 30 client service reps in the facility who had first contact with clients. He was reluctant, wondering why this temporary consultant (me) was bothering him and focusing on his operations. I sent my CV-resume to him two days before our meeting. The result was a dramatic turnaround in his attitude. He saw that I had senior management and sales and client services experience in organizations of the same or much larger size than his. He also saw a list of detailed challenges that I had faced in my past

and how I overcame them.

These were located in my Skills section and in my Appendices. During the meeting, this Director agreed to and took customer service and sales training for all of his managers and staff. The manager adopted me as a mentor. He and his operation became integral to the success and profits of my marketing program.

I am sure that it would have been possible to secure his grudging cooperation by mobilizing the intervention of the board or the president. However, this colleague found many contact points – professional and personal – in the hundred and forty-six pages of my CV-resume. The CV gave him confidence in me and assured him that my success plan would work. And it did."

Here again, you see the value of sharing your CV with colleagues. You will be able to change their opinion by changing their information. That change of information enables them to change their point-of-view. There are no arguments. There is no face-to-face confrontation. No one loses face. The colleague can read about you in private and identify common points of interest and expertise.