

HOW ARE FIRST IMPRESSIONS FORMED?

Most of the time, people take in information in an instant and draw conclusions based on what they see, hear or smell. This also applies to an interview situation where many candidates have equal qualifications, skills and ability, but each person is also assessed for how they look, act, speak, react, and ultimately, how they will fit the culture of the company. In an interview, *who you are* becomes more important than *what you are* on paper.

What We See	What We Hear	What We Smell
<ul style="list-style-type: none">• Overall Appearance• Clothing, Hair & Shoes• Eyes & Face• Posture & Body Language• Gestures• Facial Expressions	<ul style="list-style-type: none">• Tone of voice• Pitch & Volume• Enunciation• Choice of Words• Accent & Dialect• Rate of Speech	<ul style="list-style-type: none">• Body scent/odour• Breath• Perfume/cologne• Cigarette smoke• Food odours

General Tips for Looking the Part:

It is up to you how you would like to express yourself during a job interview, a professional networking event or a meeting. To help you make a decision that is right for you, we encourage you to take the following factors into consideration:

- The nature of the industry and position you are seeking
- The company culture and policies

Jewelry & Accessories- Choose to wear something subtle that is not noisy, noticeable or distracting. The key is to keep it simple.

Body tattoos & Body piercings- First impressions, especially in a job interview are crucial. Therefore, to be interview ready, your day to day style may need a few changes or tweaks. It is recommended to avoid showing piercing and tattoos that may be distracting or against the organization's policy. The reality is that every person has their own bias and as a potential candidate, you want the interviewer to be focused on your qualifications not your ink. When trying to secure employment, you do not want anything standing in your way.

Hairstyle & Hair colour- For an interview or a professional meeting try to avoid unnatural hair colours such as pinks or greens. Start by researching what is generally accepted in your industry and organization. If you find that your industry does not embrace unconventional looks, we would recommend adjusting your hair style to demonstrate a good fit. Overall, your hair should look well-trimmed, clean, and neat.

Nail polish- You do not want to distract the interviewer by wearing unusual and noticeable colours or designs. The safest option is to choose a neutral look and take into consideration the industry and work environment.

Source of some information is from the book-

How to Gain the Professional Edge, Second Edition

<https://www.google.ca/search?tbo=p&tbm=bks&q=isbn:1438112378>