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There's nothing casual about business: Cracking the "business casual" code

The problem: a misinterpretation of "business casual"

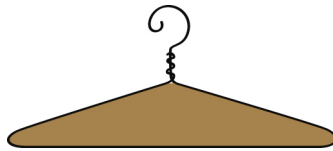
Business leaders report a significant decrease in women "looking professional". That's not just a comment on appearances; it can be a hidden obstacle to success, because dressing the part is linked to professional credibility and opportunity. The problem is a fundamental misunderstanding of the meaning of "business casual". Too many women have translated it as "the day I wear my casual wardrobe to my place of business". No, no, no! That misinterpretation loses sight of the fact the first word of business casual is "business".

The solution: more business, less casual

We need to redefine the word "casual" as it relates to dressing for a specific workplace. The point of being at work ... is to work. The point of dressing for work is to communicate and reinforce your competence. Even when you're not talking, even when you're not doing, you want your clothes to communicate the message, "I'm great at what I do". Unfortunately, some interpretations of "business casual" communicate, "I'm auditioning for 'Girls Gone Wild' on my lunch hour" instead.

The Presentation: Cracking the "business casual" code

In this presentation, I'll cover all of the "do's and don'ts" of appropriate work attire, empowering audience members with the tips and tricks necessary to send a consistent message of polished, fashionable professionalism in all work contexts. After all, your clothing is a reflection of who you are, and you wouldn't want to wear anything that could distract from your message that you're great at what you do, or distract from the work at hand.



- create a collection in your closet •

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