



# PROFESSIONAL IMAGE

While on campus, you will have the opportunity to meet with employers, peers, alumni, and faculty on an ongoing basis and you have likely heard how your professional appearance will impact your career. You must project a similar level of professionalism in your image as you search for a job. Professionalism encompasses dress, language, and behaviour, and has a huge impact on how recruiters perceive your personal brand. (See [Personal Branding](#))

## DRESS CODE

For industry networking and educational events, dress code ranges from business casual to formal business attire depending on the type of event and industry. Appropriate dress code will be noted in the event invitation. Formal business attire is strongly recommended for all job interviews and most employer information sessions. A well-fitted dark suit is always an appropriate choice for either gender.

## TIPS

- Business Casual for Men: dress pants and button up shirt, tie and blazer are optional.
- Business Casual for Women: dress pants or knee-length skirt, blouse.
- Formal Business Attire for Men: dark suit, light shirt, tie, dress socks and shoes.
- Formal Business Attire for Women: dark suit with pants or knee-length skirt, blouse, close-toe flat or low heeled shoes.

## LANGUAGE

Language skills are increasingly important in the modern business world. With the proliferation of technology, the rate of our communication has increased while also becoming more depersonalized, and therefore it is harder to impart meaning. It is important to work to improve your language skills to ensure clarity and concision in all your career interactions.

## TIPS

- Increase your functional vocabulary
- Read business-related materials
- Watch business relation programs
- Practice new terms in everyday conversation
- Speak to your academic advisor about the Communications Cafe

## BEHAVIOUR

Professional behaviour means understanding the personal and social boundaries of an office environment—you need to attune to the standards set by the workplace (which can vary depending on the type of job/company). It also means using respect as the basis for all interactions, no matter the participants.



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## TIPS

- Strive for excellence, but always be open to improvement.
- Be trustworthy and honest.
- Respect and maintain the confidentiality of your co-workers and clients.
- Set a good example at all time.
- Don't gossip!

## LINKS

[U of T - Dress for Success](#)  
[Student Life Network - Dress for Success](#)