

Competitive Edge

& PACHTER ASSOCIATES
THE EXPERT IN BUSINESS COMMUNICATIONS TRAINING

March 2011



President's Message By Barbara Pachter



My niece just became a vice president!

Melissa is an outstanding young woman, who worked hard, took well thought-out risks, built a network, and developed a terrific professional image.

She was also open to my coaching and wasn't afraid to ask for help when she had questions. Through informal talks at the dinner table or the more formal discussions of her special concerns; she always listened, considered my opinions and then made her decisions.

More and more people are realizing the benefit of working with someone who can help guide them through the intricacies of the workplace.

I have coached senior executives who want to improve their presentation skills to directors who need to be more assertive with their employees. And based on requests from clients, I have started to coach new college graduates to help prepare them for the business world.

In the past coaching occurred in person or on the phone. In today's global world there are more options. I just had my first meeting via Skype with a woman in Uganda!

Winter is over and spring is the time for renewal. What are you doing to develop yourself? Look at our coaching offerings on the Pachter & Associates [website](#) and let us know how we can help.

Top Ten Business Clothing Mistakes

Even in today's business casual environment, I still get numerous questions from bosses, employees and even journalists about what's appropriate to wear to work.

Recently a reporter asked about mistakes people make when dressing for work. I thought about what I have seen in the



Join our **Facebook** community!

Our goal is to become YOUR source for information, questions and concerns about business etiquette, communication, presentation skills, and career advancement in today's changing workplace.

Check often for *The Business Etiquette Tip of the Day, Questions to Ponder* and monthly specials.

We look forward to you adding your comments and opinions on the page also.

Pachter In The News



workplace and the recent stories from my seminar participants, and created the following list of the *Top Ten Business Clothing Faux Pas*:

- 1. Wearing clothes that are too big.** You look like a little kid in your big brother's or sister's clothing! Your clothing needs to fit.
- 2. Showing cleavage.** Sexy is not a corporate look. Low-cut tops that expose cleavage draw attention to this body part and are not appropriate in the office. I often coach women on this topic as many bosses are uncomfortable with this discussion.
- 3. Wearing a bikini when at a pool with business associates.** Whether you are going on an award cruise or attending the company picnic, it's not the time to expose everything! This applies to both men and women.
- 4. Wearing skirts that are too short.** A short skirt draws attention to your legs. Is that where you want people to look? Plus, you can get labeled. A woman named Susan wore very short skirts and her coworkers referred to her as "Suzy Short Skirt."
- 5. Having short socks.** Short socks or socks that fall down expose skin and hairy legs when men sit and/or cross their legs.
- 6. Drawing attention to your clothing because of your color choices.** Do you want to be remembered for what you said or what you wore? A man in one of my seminars wore bright green pants and wanted my opinion. I said that since his slacks were not typical corporate clothing, he would probably be labeled as "the man in green pants."
- 7. Wearing T-shirts, shirts or ties with inappropriate sayings, pictures or childish designs.** A candidate wore a shirt with small teddy bears to an interview. He didn't get the job; the interviewers just kept talking about his shirt.
- 8. Forgetting about your shoes.** People notice shoes. Your shoes should be clean, polished and in good condition.
- 9. Dressing inappropriately for business social events.** The company holiday party, conferences or dinner at the boss's house are still business events and your clothing choices matter.
- 10. Ignoring your grooming.** Clothes need to be clean and pressed. Do not have chipped nail polish or nose hairs that need to be clipped. They become distractions.



Seminar Spotlight: Assertive Communication Skills for Business

But he took it the wrong way!

Wall Street Journal:
[Five Signs You're a Bad Boss](#)

Chicago Tribune:
[Shld U txt yr boss?](#)

Bizme.com:
[Friends in High Places: The Do's and Don'ts of Office Relationships](#)

Pachter's Twitter Tips

Job Hunting Tip: Don't forget about the old-fashioned approach. Jobs are still found from newspaper ads, job fairs and the career center at your alma mater.

Business Dining Tip: Order something in the mid-price range. Don't order the most expensive item. Ask your host to recommend something.

****Get more tips by following Pachter on her [Twitter Page](#)**



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TWEET!**

**52 Business Etiquette
Postings To Avoid
Pitfalls & Boost Your
Career**

Visit our website or [Amazon.com](#) to buy your copy now.

Are you being passive or aggressive when you think you are assertive? What about your employees? Do they express themselves appropriately?

It's time to find out. In this informative and eye-opening seminar participants gain an understanding of their communication styles and an awareness of how they present themselves to others. They focus on the verbal and nonverbal differences between assertive and non-assertive behaviors and learn to respond to work situations in clear, confident and positive ways.

Available as a 90-minute, three-hour or full-day seminar.

To learn more about this offering, or for one-on-one assertiveness coaching, contact Joyce Hoff at 856-751-6141 or joyce@pachter.com



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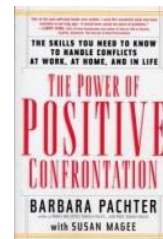
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Additional Books by Barbara Pachter

WHEN THE
LITTLE THINGS
COUNT

... AND THEY ALWAYS COUNT



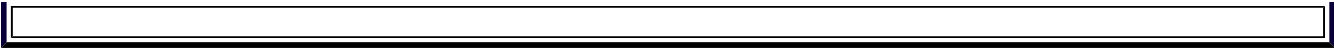
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Pachter's resource materials and information on training or coaching can be found on her website, www.pachter.com.

Topics include:

- *Business Etiquette*
- *Assertive Communication*
- *Presentation Skills*
- *Positive Confrontation*
- *Business Writing*
- *Women in the Business World*
- *Global Etiquette*

Please contact Joyce Hoff at 856-751-6141 or joyce@pachter.com for further information.



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