

Education and Technology Institute

Training Today's People for Tomorrow's Technology
A Division of the Private Industry Council of Westmoreland/Fayette, Inc.

Did you know that the Education & Technology Institute (ETI) is offering the Center for Work Ethic Development- Bring Your 'A' Game Certification for Adults and Youth?

The certification gives participants soft skills instruction on 7 areas: Attitude, Ambition, Acceptance, Attendance, Appearance, Accountability and Appreciation.

Below is an example from The Center for Work Ethic Development curriculum on the A word- **Appearance**.

A professional is someone who represents the organization's best interests, even when that means sacrificing personal preferences. Sometimes preferences line up squarely with the organization's needs, but often, especially for the emerging workforce, they don't. Today's workforce tends to dress casually which means you might have workers in clothing inappropriate for your business. Either way, if it's not within the organization's dress code, it's not professional.

What's it worth? In a Farleigh-Dickinson study, applicants with professional appearances were offered up to 20% higher salaries than others with identical résumés but less professional appearances.

With new employees, it's vitally important to clarify your expectations for professionalism on the front end, even before hiring them. Don't hand them a book of rules; instead, have a conversation that gives you an opportunity to explain what it takes to succeed in your organization, and allows them the freedom to respond to make sure they are on the same page.

When addressing something as important--and as controversial--as a dress code, don't simply describe it verbally or expect them to read it in the company handbook. Instead, show photographs of employees wearing both appropriate and inappropriate attire. This is inexpensive and very easy to do. Again, leave nothing to chance and don't surprise them with the specifics of your dress code after they've been hired and are making their way through your orientation.

THE BOTTOM LINE: Appearance matters. Just like employers, customers will judge employees by their very first impression - appearance. And when customers judge your employees, they are also judging your business.

Someone once said...

"A professional is someone who can do his best work when he doesn't feel like it." -Alistair Cooke

For more information on the classes that we offer please visit:

<https://privateindustrycouncil.com/education-and-technology-institute-eti/>