

LESSON 7

CREATING A STRONG IMPRESSION

● KEY POINT DRESSING FOR WORK

Consider the following:

Do you think you dress casually or formally?

What do you consider appropriate attire for your job?

Do you have casual Fridays in your office?

Is it easier for men or women to dress for work?

DEFINITION:

Attire (noun): Clothes. Your office attire is casual.



Dressing is part of our professional presentation. The impression we leave with people varies according to country and culture. Do not get caught dressing improperly in multicultural environments. Read what Susan Stapleton from the New York Times has to say about these issues.

Time 60 Minutes

Vocabulary Presentation vocabulary.

Key Points A how to guide for great dressing

Grammar conditionals

Objectives To work on presentation vocabulary.

Review Previous chapter.

● VOCABULARY AND EXPRESSION BUILDERS

On the one hand ... on the other: In one situation and in another.

On the one hand, I like to dress formally but on the other, it can be a lot of work.

Formal event: Dressing for work can be like dressing for an official event.

It was a formal work environment.

Casual Fridays: I like to wear jeans on Fridays.

Dressing rules are informal on casual Fridays.

A creative industry: Television and advertising is part of an artistic business.

He works in a creative industry. He is a TV producer.

Colleagues: I like to go out to the pub with my office friends on Fridays.

My colleagues at work are great.

Jeans: My boss sometimes wears denims Fridays.

He wears jeans to work.

Pastime: Playing classical music is one of his hobbies.

He likes to play music as a pastime.

Business suits: Suits and ties are the same all around the world.

He wears a business suit to the office.

Inexpensive: It can be economical to buy business suits on sale.

The store has inexpensive suits.

Sensible people: Practical people make good decisions.

He thinks they were sensible in their decision.

Attire: Clothes

They have formal attire at the company.

● SENTENCE BUILDERS

Read each sentence out loud several times.

1. On the one hand, I love casual Fridays but on the other, it is hard to find clothes to wear.
2. I work in the creative industry, so I wear jeans.
3. If you take time to search for a bargain, business suits can be inexpensive.
4. One of my colleagues and I share hobbies, but we never talk about them.
5. On Fridays, my colleagues dress casually at our office.

COMPREHENSION BUILDERS

Susan Stapelton
Fashion consultant for The New York Times
Dressing for Work

Name: Lydia James
Job: Banker
Location: London, England



The English are very sensible people. On the one hand, we British do not have to look like we are going to a formal event when going to work. On the other hand, if we visit a client we make an effort. We think we have a style very similar to New York.

Name: Jurgen Vermeer
Job: Television Producer
Location: Hilversum, Holland

Our policy is very casual in the company. We are in a creative industry so we do not have to be formal. If I go to work in a tie, my colleagues ask me if I have a job interview.

Name: Alex Franklin
Job: Import Export Agent
Location: Pusan, South Korea

Koreans are formal people. If I arrive at work wearing jeans or if I'm dressed casually, I think my colleagues are surprised. I am a businessman and business suits are the style here.

Name: Jay Halprin
Job: Yacht Salesman
Location: Miami, Florida

Miami is a casual city. At least on the outside. Working is an American pastime and we are in the south, so business suits are the exception. You could say that it is casual Friday every day, but do not think that casual means inexpensive clothes. In fact it can mean more expensive.

Name: Vladimir Smirnov
Job: Software Engineer
Location: Moscow, Russia

Moscow is very different from other international capitals. We have cold winters so our business dressing style is different. It can be difficult to look fashionable when we are wearing heavy winter coats and boots. Also, I work in the software industry and we have a casual policy.

QUESTIONS

- 1) Lydia James is a _____.
- business associate
 - television producer
 - banker

QUESTIONS

- 2) Jay Halprin thinks casual clothes _____.
- are cheap
 - are expensive
 - are not appropriate for work
- 3) Alex Franklin is _____.
- an importer exporter
 - a banker
 - a yacht salesman
- 4) Jurgen Vermeer thinks a tie means _____.
- a job interview
 - a job promotion
 - that you will be fired

TECHNIQUE BUILDERS

Conditional

Use the future with the present to express conditional circumstances.

Future with will. Present simple with "if".

Examples

If my boss is at work tomorrow, I will discuss the project.
If they come to work we will meet them.

EXERCISES

Complete the verbs in the sentences creating conditional events.

- If, on the one hand you (to wear) _____ jeans on casual Fridays you will be too informal but on the other you will fit with the style of the company.
- He will get a good promotion if he (to dress) _____ in business suits.
- If you dress so casually you (to give) _____ the impression that you are in the creative industry.
- If you think dressing inexpensively is possible you (to be) _____ in for a surprise when you go shopping next time.
- If your colleagues (to be) _____ serious you will advance in your career.
- You (to know) _____ quickly if you control the corporate culture in your office.
- You will wear a tie to the event if you (to want) _____ to be like the others.

EXERCISES

8. If you want to be a trend setter you (to dress) _____ casually on Mondays too.
 9. According to the New York Times review, if you dress well you (to be) _____ successful.
But what is dressing well?
 10. If I am unsure I (to wear) _____ a business suit to meet colleagues.
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