

## RESOURCE 3

---

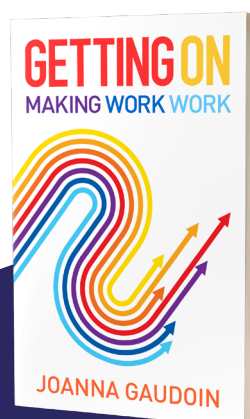
# What you wear matters

Impact reference table



available at  
**amazon**

and other book retailers



This resource accompanies  
Chapter 2 of ***Getting On:  
Making work work***



This resource accompanies **Chapter 2** of *Getting On: Making work work*

# What you wear matters

## Impact reference table

Refer to this table to consider your balance of authoritative and approachable dressing.

Approachability	Authority
Patterns	Plainer clothing
More interesting 'accent' colours	Neutral colours
Brighter and lighter colours	Deep and light combination
Less structured clothing	Structured clothing

You don't have to only follow one side or the other.

Consider what impact you want to achieve and then put your outfit together accordingly.

Often the same item combined with different items creates a different impact.

Consider what might be missing from your work wardrobe to create the impact you want to.

### NEXT STEP ...

Download Resource 4 which accompanies  
**Chapter 3: The power of body language**



[Download \(PDF\)](#)



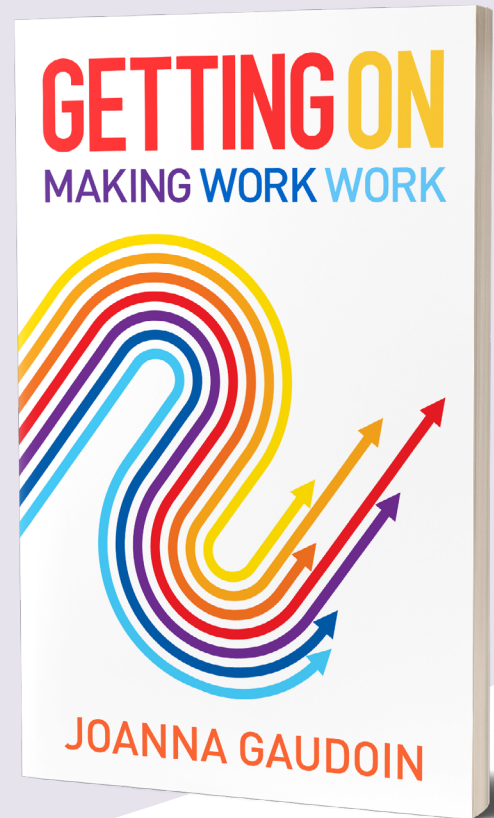
### Why I wrote this book

Every day, I work with people to help them navigate the workplace challenges they face, be the best they can be at work and fulfil their career potential – so that work works for them. This book uses that experience to help you take your own steps towards career success.

*“We know that excelling on the job, doesn’t mean that a successful career will follow – but we don’t always understand why. In Getting On: Making work work, Joanna reminds us to be rigorous in our self-analysis and hone the skills we need to rev our career engine. It’s pragmatic, thought provoking and encourages self-reflection with valuable insights for everyone, no matter what stage your career.”*

**Unette Spencer,**

Chief of Staff to Executive Vice Chair, Mastercard



### About the Author



Joanna has spent more than 10 years working with individuals to help them understand how to blend their technical know-how with ‘softer’ skills to realise career success – either in their existing role, or when looking for new opportunities. Joanna also runs group sessions for organisations and is a regular speaker at events.

**To find out more about Joanna and her work:**

[www.insideoutimage.co.uk](http://www.insideoutimage.co.uk)

[www.gettingonatwork.co.uk](http://www.gettingonatwork.co.uk)

[www.linkedin.com/in/joannagaudoin](http://www.linkedin.com/in/joannagaudoin)

[www.twitter.com/joannainsideout](http://www.twitter.com/joannainsideout)