

# Professionalism Handbook

Internal Development 2018/19

# Professionalism

In this packet we will not cover all of the bases of professionalism, but will focus on 3 main subcategories:

- Professional emailing (slide 3)
- Professional dress and what is appropriate for different occasions (slide 8)
- Interview etiquette (before, during, and after interview) (slide 12)
- Networking (slide 15)
- Public speaking (slide 16)

Of course, if you need any other guidance please utilize your resources and feel free to reach out to anyone on Executive Board. Your Internal Development Chairs are always available, our emails are [etrothma@syr.edu](mailto:etrothma@syr.edu) and [shdawick@syr.edu](mailto:shdawick@syr.edu).

# Emailing Introduction

It is important to address the person you are emailing and also introduce yourself.

- Good afternoon and Dear are great ways of addressing the individual
- Introduce yourself and explain the purpose of the email
  - Ex:

Good Afternoon Dr. Parks,

My name is John Doe and I am a undergraduate research student at Syracuse

University writing to inquire about possible research shadowing opportunities with your

Company.

- If the email is more serious, it is more professional to use “Dear x...” as a welcoming salutation

# Emailing Introduction

It is also important to include a subject with your email clearly explaining what the email will be about.

- Clear and concise
- Not wordy
- Fully explains purpose

# Email Body

In the body of the email, it is important to keep a professional demeanor and communicate clearly.

- Try to avoid repetition or overstating a point
- Only include necessary information to keep email concise, people tend to skim long emails and may miss the important parts of your letter
- Be as objective as possible
- \*It is okay to remain personable and friendly in your writing as long as this does not take away from the professionalism aspect

# Email Closing and Signature

Make sure to conclude the email with a word or phrase followed by your name. It is often helpful to have a signature following your name that can provide more information on who you are and how to contact you.

- Good closers: Thank you, Best, Sincerely, and Have a nice day
- Example signature:

John Doe

Syracuse University Class of 2022

Biology and Neuroscience Dual Major

[johndoe@gmail.com](mailto:johndoe@gmail.com) 317.317.3171

# Emailing Tips

- Stay away from unique fonts or different colors for the most part, unless these somehow foster professionalism
- Cater your email to the audience you are speaking to
- Proof read your email for spelling and grammar errors and to make sure that it will be read with a professional demeanor
- Write in active voice only
  - Ex: If you have questions please call me **VS** Please call me if you have questions
  - If it is a question word rather than a declarative word → you are not asking who ever you are emailing to call you, you want to *tell them to call you if they have a questions*
    - The direction is stated first if it is not a question sentence

# Business Professional Attire

Men: Full suit (jacket and slacks), collared button down shirt, tie, dress shoes, belt

Women: Pant suit or skirt suit that is not higher than above the knee, collared button down shirt, close toed dress shoes, conservative makeup

Tips: Long hair pulled away from face, minimal jewelry, use solid colors instead of patterns

Don't forget to trust your own judgement, if you have a feeling you are not dressed up enough, chances are you are not



# A Quick Guide to Professional Dress for Men and Women

Presented by: The Career Services Ambassadors (CSA)



## Business Professional Attire

### For Men

For any first meeting, business presentation, and job interview:

- Full suit with matching jacket and pants with black belt
- Pressed, collared shirt with plain (solid, stripe, or simple pattern) tie
- Dark leather dress shoes and dark dress socks
- The bottom of the tie should just barely cover the entire belt buckle; a tie should never be too long or too short
- No cologne, visible tattoos or piercings
- Light briefcase or portfolio case

**\*Tip:** A three-piece suit is acceptable for an interview, but a suit with mismatched pants and jacket is not recommended.

## Business Professional Attire

### For Women

For any first meeting, business presentation, and job interview:

- Black skirt or pant suit, other neutral colors (dark gray, navy, brown) okay as long as top and bottom are matching
- Skirt suits recommended; skirts should be a little below the knee and never shorter than above the knee
- Pressed, collared button-down shirt
- Nude (skin-tone) or dark-colored panty-hose and closed-toe heels
- Dress shoes (pumps, flats, heels) – No platform or >2.5 inch heels
- Make-up should be minimal and conservative (daytime makeup)
- No visible tattoos; pale color nail polish; no perfume or body sprays
- Long hair should be pulled back away from face

**\*Tip:** Keep hair and jewelry simple (i.e. studs for earrings); remove all other jewelry and piercings (i.e. nose rings, etc.)



Business Professional Examples

# Business Casual Attire

Tip: Casual is the same as professional, with one of the articles substituted

Men: Full suit without a tie or wearing a tie without a jacket... Khakis are also acceptable

Women: Dress pants, skirt, or dress (length no higher than above knee). Fitted blouses, sweaters/cardigans, scarves are also acceptable.

Additionally: No jeans and shirts are always tucked in! Always pick close toed shoes.

## Business Casual Attire

### For Men

- Pressed, collared, long-sleeved shirt with tie
- Dress slacks, socks, belt, and shoes
- Shirts should always be tucked in
- Jeans UNACCEPTABLE
- Closed-toe shoes

### For Women

- Dress pants, skirt (at or below knee), or dress okay
- Fitted blouses and sweaters/cardigans, scarves okay
- Closed-toe shoes (pumps/heels <2.5 inches)

#### Avoid:

\*Blingy/shiny/lacey fabric, sequins, khaki, skinny and capri pants, shorts, tight skirts, skirts shorter than knee length, low-cut and sleeveless blouses/dress, large jewelry, bulky purse, sandals, wedges, and heels > 2.5 inches.

**\*Tip:** Business casual = business professional, with **ONE** of the articles substituted. (Ex: Full suit with a shell top for women or a full suit minus the jacket or the tie for men.)



Business Casual Examples

*Note: Each organization determines dress code conduct. Please inquire with your organization regarding appropriate workplace attire.*

## The Meaning of Color in Business

The colors you wear in professional settings and interviews can affect your mood, energy, and how others may perceive you. You want to wear colors that portray positive perceptions and exude confidence, sincerity, and reliability. Here are colors with their perceived meanings:

**RED** → Action, powerful, passion and energetic

**GREEN** → Growth, ideas, vitality and sophistication

**BLUE** → Inspires confidence, success and trust

Navy blue is best color for work/interviews – more likely to get the job.

**GOLD** → Wealth, prosperity, luxury

**BLACK** → Black looks classic and sophisticated, but perceived as depressing, serious or intimidating – so add a little color to black suits.

**PINK** → Compassion, understanding and warmth  
Pink or salmon worn by men is seen as a communicator color.

**BROWN** → Practical and reliable; sometimes perceived as dull

**PURPLE** → Inventive, creative, intuitive  
Dark purple can be perceived as elegant and projects authority.

**WHITE** → Clean, pure, innocent, and simple

**Want to get involved? Have any questions? Email us at**  
[rsph.career.services.ambassadors@gmail.com](mailto:rsph.career.services.ambassadors@gmail.com)

*In partnership with the Office of Career Services, the Career Services Ambassadors aim to promote student leadership, professional development, and career readiness.*



The Rollins Career Services on Facebook @ Career Services at Emory's  
Rollins School of Public Health

# Interview Etiquette -- Before the Meeting

- Research the company and learn its history/background
- Research the person you are meeting with
  - Their history in the company
  - Their specific role in the company
- Have resume and references ready on paper
- Look up common interview questions for the position you are applying for
- Fully understand the job you are applying for
  - What qualifications do you have?
  - What will you be asked to do and how will you follow through?
- Come prepared with questions to ask!
  - How has your experience been with the company so far?
  - I am interested in doing (this), do you think this will be valuable to the company?

# Interview Etiquette -- During the Meeting

- Dress business professional
- Enter the room with confidence
- Look interviewer in eye, smile, introduce yourself and say hello
  - Hi Mr./Mrs./Dr. \_\_\_\_, my name is \_\_\_\_ and thank you so much for meeting with me!
- Be sure to use professional verbiage
  - Avoid saying things like “ya know what I mean,” “Like” in between your words or cursing
- Sit with good posture and try not to move hands because of anxiety
- BREATHE AND RELAX
- Answer questions honestly and to the best of your ability
- At the end of the interview, smile and thank the interviewer for their time
  - Thank you Mr./Mrs./Dr. \_\_\_\_ for your time, I look forward to hearing from you soon!

# Interview Etiquette -- After the Meeting

- Either later that day or the day after, send your interviewer a follow up email
  - Thank them for their time
  - State that you look forward to hearing from them again soon
  - Can also talk about how it was nice to:
    - Learn more about their position with the company
    - Learn more about the company
  - Let the interviewer know that if they have any questions, that they should not hesitate to call
  - Leave contact information at the end of email
- Refer back to the emailing section of this packet for details/tips on how to construct the email

# Networking

- When talking to people in your industry or at networking events:
  - Market yourself in a way that caters to what your industry is looking for
  - Draw from experiences or connections and relate them to skills/jobs/tasks that are common in your industry
- Carry copies of your resume with you during networking events
- LinkedIn is a powerful tool in today's society, be sure to utilize it to the best of your ability
  - Be sure to cater your profile to what you are looking for
    - Internship, job, or general networking?
  - Update the information frequently
- Be sure to check your school/college's upcoming networking events calendar
  - On their website
  - Lots of companies in your industry come and look for potential internship candidates

# Public Speaking

Public speaking can be very intimidating and anxiety-inducing for a lot of people. Below are some common strategies for dealing with these issues:

- Breathing exercises beforehand
  - Inhale through your nose for 4 seconds, hold for 4 seconds, release through your mouth for 4 seconds, hold for 4 seconds, repeat
- Try to make eye contact with people in the room
- Come prepared with notes about your speech on paper for quick reference  
deliver the speech
  - Mark up your paper with annotations to help you
    - Annotations can be about parts of the sentence you want to emphasize, hand gestures to go along with what you're saying, when to breath, when to make eye contact, etc.
- **Practice!** The more familiar you are with what you are trying to say the easier your message will come across to the crowd