



LOOK,

SPEAK,

& Behave™

*for women*

*Expert Advice*  
ON  
Image, Etiquette,  
and  
Effective Communication  
for the *Professional*

JAMIE  
YASKO-MANGUM, C.I.C.

# **LOOK, SPEAK, & BEHAVE™**

For Women

Expert Advice on Image,  
Etiquette, and Effective  
Communication  
for the Professional

**Jamie Yasko-Mangum, C.I.C.**



Skyhorse Publishing

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—Jamie Yasko-Mangum

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## Introduction

**D**o you project a credible and respectable self-image? Whether you are a recent college graduate, a junior professional, working from home, or a seasoned professional, it is important to understand the ways in which your self-image affects your journey to becoming and staying a successful female professional. Whatever your age, profession, or position is, you have the ability to control and mold your self-image to project your

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self-worth, credibility, authority, and reputation. In *Look, Speak, & Behave™ For Women*, I help you to do just that. I introduce you to my self-image building block system for the female professional. The self-image building block system unites your inner and outer images. The key to success is uniting your identity (your age, profession, and position) with all four self-image elements. The elements are:

- One** Positive Self-Esteem
- Two** A Polished Appearance
- Three** Speaking Intelligently
- Four** Behaving with Pride

In the Positive Self-Esteem section, you'll learn how to build your self-confidence so you can motivate yourself. In the Polished Appearance section, you'll learn why your appearance matters both on and off the job. You'll also learn how to dress with a style that is comfortable, polished, and age-appropriate, that

## **Introduction**

projects confidence in any situation, and that saves money, through my Outfit Option™ Work Wardrobe. In the Speaking Intelligently section, you will develop communication skills to help you speak, listen, and communicate effectively in a variety of work situations. Finally, in the Behaving with Pride section, you will learn how to exude and command respect. Within each chapter, I give you real-world information, exercises, examples, and photos. Each of these traits builds upon the other, creating a system that helps you to mold and enhance your self-image and will help you reach your desired results.

I have taught many women to be successful business professionals, and now I will teach you too. Remember: the care you invest in yourself reflects the care you invest in your career. You never know who may be looking at you or whom you may meet!





## CHAPTER ONE

# What Does Your Mirror Say?

Ladies, when you look at yourselves in the mirror, what do you see? Do you value who you are and, more importantly, where you are in your professional life? Many women have hectic schedules and don't take the time to evaluate who they really are. A mirror reflects both how you feel inside and how you look outside. A woman's image is not just about her inner or outer self, but rather a combination of both working together.

In the business world, no matter your age, profession, or position, your individual image

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reflects who you are, first to yourself, then to your employees or employers, colleagues, clients, and potential clients. Your image must reflect *self-worth*. Self-worth does not mean how much money you make in your job, but how much you care about yourself. Self-worth is critically important! When you positively reflect self-worth, you increase your opportunity for professional success. Without self-worth, you can feel complacent, timid, egotistical, paranoid, jealous, and spiteful, which can lead to distrust and disappointment in the workplace, carelessness, unreliability, and, potentially, disaster.

Your journey to self-worth and professional success begins here. Throughout this book, I'll refer to generation (age), profession, and position. These three dynamics identify where you are in your life. It's crucial for all women to understand these self-identifiers so that they can build their professional success on their true selves.



## What Does Your Mirror Say?

### AGE GROUP/GENERATION

Today's workforce is made up of four diverse generations. Within those generations, there are many different personalities. In *When Generations Collide*, Linda C. Lancaster and David Stillman define the generations according to birth years as follows:

- WWII (1900–1945)
- Baby Boomer (1946–1964)
- Generation X (1965–1980)
- Generation Y or Millennial (1981–1999)

The two largest generations are the Baby Boomers (eighty million members) and Generation Y or Millennial (seventy-six million members). Many researchers, including Lancaster and Stillman, offer their own labels for each generation; however, I do not think you can completely label everyone within the same generation. While you may be a WWII, Baby Boomer, Generation