

APPEARANCE AND THE EXECUTIVE

--Look Sharp, Feel Sharp, Be Sharp--

"Too many executives fail to project an image appropriate to their chosen careers."

Mortimer Levitt

The Executive Look: How to Get It--How to Keep It

The old Gillette commercial--"Look Sharp, Feel Sharp, Be Sharp"--has a very strong message for the corporate executive, or the executive to be. If a person is dressed authoritatively and professionally, he or she will feel better; correspondingly, if a person feels better, performance will be enhanced. It can be portrayed as follows:

Appearance Influences Performance

