



In business, if your hair sticks out like Einstein, then your work, knowledge and overall organizational skills can be perceived just as scattered. Is this the look you want to project in business? Unless you are in a rock band, chances are it is not a look for you.

The first step in determining a good hair cut/style is knowing your face shape because it is all about framing your face. Your face shape also gives you direction for collar lines and eyewear.

CHUVA identifies "9" different face shapes; from a square to a circle, with oval in the middle. This scientific approach helps take a lot of the guessing out of what is right for you. For example, a square face typically softens the lines and adds length; scientifically speaking. Artistically however, your personal style, classic, dramatic, romantic or romantic can help you style your look.

A dramatic for example, might want to reinforce the angles and keep the squareness of the face. Lifestyle also determines a lot about how you cut/style your hair. If you have to shower and go, then your cut and style needs serious consideration.

There are always some tips to remember when styling your hair. We have highlighted a few for your consideration.

## Avoid the slicked-back look.

### MEN:

Avoid the slicked-back look! This gives a greasy look and feel.

If you use hair spray, avoid a "fixed" look. Even many TV personalities are too "fixed". This use can give the perception that you are too fixed, inflexible and too much of a perfectionist.

Ponytails are generally not found in the more conservative markets. If you work in one, you might consider cutting your hair. Know your customer.

Long hair is coming back. Unless you look great in longer hair, avoid it. It could send the message that you are trying to be young again. Although there is nothing wrong with trying to stay competitive with the younger generation, it can do more harm than good.

To try to look more youthful African-American men do well in short cuts while for Caucasian men this cut might look too militant. If you are transferring out of the services into civilian life, consider letting it grow out a bit.

Avoid products that make the hair too stiff or unnatural such as a spiked look. It might work for a more creative industry, but I still suggest toning it down for the interview.



### WOMEN:

A professional hairstyle is one that is controlled, kept neat, yet has personal style. For those of you who are fortunate enough to have long, curly, gorgeous thick hair, be sure to use a style and products that help keep that professional look. Remember, it is about perception.

When wearing bangs be sure to NOT cover your eyes. Remember, you communicate with your eyes.

If you color your hair, ensure that you try to make it look natural. For example, if you change your hair color from a dark level to a light level, you will have to attend to it about every two weeks, so if time and money is not an issue, enjoy!

Ponytails can be very effective. Remember to use a hair accessory that matches your hair color; this helps it not to be the focal point. Putting a ponytail on top of the head like that of a water fountain is not professional. Ponytails pulled back and tight are more severe, while a looser ponytail has a more relaxed look. Again, know your business and your customer.

You can also put your hair up; however, do not go above the crown area. This look is too dressy and should be kept for evenings. This "look" with a suit sends two different messages, one professional and one social, thus creating a disconnect.

For men and women, whatever look you wish to create in business your hair should be consistent with the message sent by your clothing. In addition, remember to not lose your own sense of identity! Let your hair be an extension of your inner essence; just modify your hairstyle as each business situation presents itself.

**"Whatever look you wish to create in business, your hair should be consistent."**



**Remember, it is about perception.**

