

# Career Smarts

Anne Carbert, Career Counsellor & Transition Coach

This page is a summary of my interview with Tamara.

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## TAMARA GLICK



Tamara has been helping her clients develop distinctive, authentic images for over 15 years, answering the age-old questions "What should I wear?" and "Why?". Combining her background in Communication, Fashion, and Image with her corporate experience in Advertising and Marketing, Tamara brings a unique and multifaceted skill-set to image consulting.

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## Image from Inside Out

As an image consultant, Tamara focuses on the "ABC's of image" – appearance, behaviour and communication – and she helps people present themselves with confidence. She emphasizes that over 50% of the believability of our communication is visual. Being comfortable with your image can build your confidence and help you connect with others.

### Making a Great First Impression

- Besides the obvious actions to take to make sure you look your best, consider first how you would like to be perceived in the world. What do you want to be known for? What are known to be expert in? Reflect on what you would like to communicate about yourself to then pay attention to creating the picture of who you are.

### Image Tips for Career Transition

- Figure out what is it that you would like to be known for – your skills set and your personality style.
- If you are looking at an industry or employer that is new to you, make sure you understand the expectations of image, appearance and communication style in that new arena.
- Imagine how you would like to see your lifestyle change and your career persona change and match your outer appearance to reflect that. Really live it!
- Be wary of a complete image transformation when you are transforming other areas of your life. A career or job change is a good opportunity to update your image and reflect on what you want to express outwardly, but consider each step a step in the right direction without having to take many steps at once. The steps you take should boost your confidence, not make you uncomfortable.

### Resources

- Dress Codes Decoded, Trademark Image Blog, <http://tinyurl.com/trademarkimagedresscodes>
- Baby Boomers: Don't Let Appearance Stand in Your Way, Monster.ca, <http://tinyurl.com/boomersappearance>
- Your Image Is You: Communication & Appearance in Networking, About.com Human Resources, <http://tinyurl.com/imageisyou>

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