

Lesson Plan: BYAG 3

Course Reference: 3

Subject: BYAG Appearance

Duration: 60 minutes



### **Lesson Objectives:**

- The student will recognize that the first impression is what gets you in the door and how a respectable appearance can provide opportunities.
- The student will demonstrate their understanding that by accepting a job they agreed to the terms of the company's dress code.
- The student will understand that a company's image is reflected in the appearance of the company's employees and they reflect the image of the company at work.
- Students will understand all the components of appearance: attire, grooming, hygiene. Grammar, voice, tone, body language are all important aspects of appearance and hold expectations by your employer.
- Lesson Motto: APPEARANCE, ITS MORE THAN WHAT YOU WEAR

### **Summary of Tasks/Actions:**

#### **1. Provide an introduction to Appearance (10 minutes).**

- a. Briefly go over the components of appearance: attire, grooming, hygiene, grammar, voice, tone, body language
- b. Referring to the PowerPoint, discuss an employer's first impression in the application
- c. Write on the whiteboard: VOICE, TONE AND BODY LANGUAGE under each of them write PROFESSIONAL AND UNPROFESSIONAL-Tell students each of these can affect the perception people have about you and your professionalism.

#### **2. Professional Voice, Tone and Body Language Activity (20 minutes, page 28 workbook):**

- a. Explain the difference between each one:
  - i. Voice is the words you choose 'think before you speak', it is your distinct personality, style or point of view.
  - ii. Tone is your character coming through the words you say- the tone of voice we use is responsible for about 35-40 percent of the message we are sending.

Tone involves the volume you use, the level and type of emotion that you communicate and the emphasis that you place on the words that you choose.

b. SAY: "Examples of body language include:

- Facial expressions
- The way they are standing or sitting
- Gestures with their arms or hands
- Eye contact (or lack thereof)
- Breathing rate
- Swallowing or coughing
- Blushing
- Fidgeting

Body language includes anything you are doing with their body besides speaking."

c. Give each group 2 minutes to develop a list of 3 examples regarding professionalism in these 3 areas: Voice, Tone and Body Language. Facilitate a discussion amongst students comparing their list with the three unprofessional scenarios you've outlined on the board. Ask each group to share 1 item from their list and write the whiteboard.

d. Discuss with students how they can appear unprofessional by providing the following examples:

i. Voice – typing an email and using incorrect grammar i.e. shortening words like a text message LOL, BTW, IDK

ii. Tone – How was your day? "Fine."

iii. Body Language – when you are looking at your phone you are emitting a very inward, closed off energy this is not what you should be doing when waiting to interview.

### **3. The Other First Impression Activity (20 minutes, pgs. 24-27 workbook):**

a. PREP: Prior to the class, look over the resumes in the workbook to find your own positives and negatives with each example.

b. SAY: "Today you get to be the hiring manager and determine who you would bring in for an interview based on how applicants appear on paper."

c. DO: Instruct participants to take 10 minutes reviewing the three resumes in their workbook. Have them circle, highlight, or underline items on the resumes that they like or dislike, and then decide which applicant they would invite to interview.

d. Write on the white board each applicant's name. Have the students vote for their preferred applicant. Tally the votes on the white board.

e. ASK "How important do you believe your resume is in how employers judge your image?" "Are there things you now see you might want to change on your own resume?"

f. Refer to the slide about Liz Ball Assistant Director, Student Employment email your resume to [careerhelp@watc.edu](mailto:careerhelp@watc.edu) or reach out to her there to schedule a 1:1 career coaching appointment

**Materials/Equipment:**

Whiteboard

Workbook page 24-27 & 28

PowerPoint Presentation

**References:**

<https://theinterviewguys.com/what-should-i-wear-to-a-job-interview/>

Guaranteed Interview resume workshop handout-Best Resume Practices

[www.collegecentral.com/watc](http://www.collegecentral.com/watc) - what services does the Workforce Education & Development Department offer me?

**Take Home Tasks:**

Complete the Clothing Assessment on page 30 of your workbook. Ladies visit Dress for Success's website at: <https://wichita.dressforsuccess.org/>