



## **The ECHO™ — Your Weekly Presentation Tip**

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### **A Notch Above**

The workplace has become more casual, and this certainly extends to the way we dress. For presenters, it seems to mean we can wear whatever is comfortable. One "classic" rule of thumb is still appropriate, though: dress a notch above the majority of your audience.

Dressing at or slightly above the level of your audience gives you a subtle but powerful shot of credibility. This means wearing a buttoned-down shirt instead of a golf shirt, or a tie and/or jacket instead of an open collar shirt or blouse.

Just be careful not to go too far - a three-piece suit on a shop floor might look intimidating at best and ridiculous at worst.

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