

2026

Professional Playbook

SMALL HABITS. LASTING IMPRESSIONS.

How We Show Up



Presence is a discipline. Every interaction is a representation of **YOU**. This playbook translates professional values into the everyday habits that your colleagues or clients will feel, from the first handshake to the closing email.

The Standard



Integrity

We do what we say, stay transparent about our process, and let our results speak.



Individualization

Every solution is tailored to the project or client in front of us, never copied from the last one.



Innovation

We bring forward ideas and insight, not just deliverables, to move the work ahead.



Accountability

We own the outcome, communicate clearly, and follow through on every commitment.

What's Inside!

Greeting & Presence	Owning the room from the moment you enter
Professional Interaction	Personable without being personal
Meetings	Prepared, present, and on time
Dining	Table confidence for business settings
Communication	Concise, responsive, and generous
Attire	Reading the room through what you wear
Public speaking	Commanding attention with the spoken word

“You rent your title, you own your character.”

- Thasunda Brown Duckett
President and CEO of TIAA Bank

Greeting & Presence

Speak to the room. Acknowledge everyone when you enter a space.

Stand and shake. Rise and offer your hand when approached.

Full name. Introduce yourself with your first and last name.

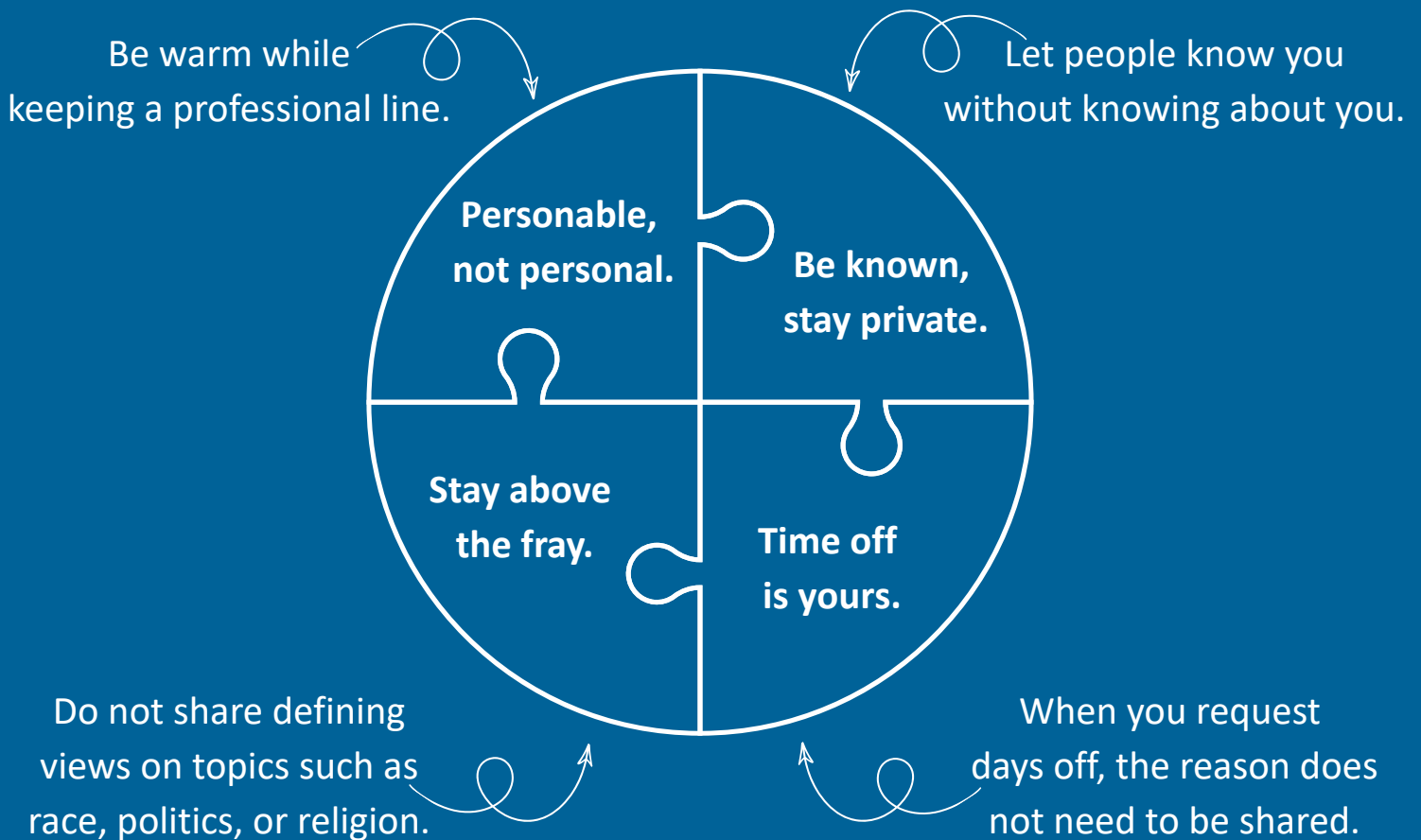
Speak with authority. Let your voice carry conviction and calm.

30s Have your elevator pitch ready before you walk in.

First impressions compound. Presence is set in the first ten seconds, so enter with intention every time.



Professional Interaction



Meetings

- 1** **Be early.** Arrive five minutes ahead, whether in person or virtual.
- 2** **Bring a notepad.** Always come ready to capture notes in person.
- 3** **Mind your frame.** Check your background on virtual meetings.
- 4** **Silence your phone.** Remove the distraction before you sit down.

- **5 to 10 minutes early.** Build the buffer into your calendar.
- **Preparation reads respect.** Being ready signals that you value everyone's time in the room.

Dining

- 1** **Know your utensils.** Work from the outside in with each course.
- 2** **Drink on the right.** Your glass sits to the right of your plate.
- 3** **Wait to begin.** Do not eat until everyone has been served.
- 4** **Order neat.** Choose clean, easy-to-manage food.

- **Mind the menu.** Do not order the most expensive item at the table.

Communication

How you speak and write is your reputation in motion. Be generous with attention, brief with words, and reliable with follow-up.

1 MIN

A working ceiling for spoken answers. Say less, invite more.

24 HOURS

Turnaround for email. Responsiveness builds trust.

LISTENING IS THE SKILL

The best communicators ask, then let the room fill the space.

- **Make it about them.** Turn the conversation toward the other person and their goals.
- **Keep it short to open it up.** Hold responses to about a minute so more questions and real dialogue can follow.
- **Close the loop.** Respond to emails within 24 hours, even if only to acknowledge.



Attire

Learn the culture. Read the environment before you dress for it.

Less is more. Keep jewelry and accessories moderate.

When in doubt, don't. If a choice feels questionable, leave it out.

Always on. Every time you step out, someone is seeing you first.

DRESS STANDARDS FOR MEN & WOMEN

Dress appropriately for the environment, the occasion, and the impression you want to make.

CASUAL	CORPORATE CASUAL	PROFESSIONAL	BUSINESS PROFESSIONAL	COCKTAIL	SEMI FORMAL	FORMAL
Relaxed and comfortable attire. Focus on neatness and cleanliness. Avoid athletic or revealing items.	A polished, relaxed look that is still put-together and work-appropriate. Avoid jeans with rips, shorts, and sneakers.	Traditional office attire. Conservative and neat. Suits and structured pieces are common.	A step above professional. Tailored, refined and polished. Quality fabrics and classic pieces.	Dressy and stylish for evening events. Dresses or dressy separates for women; suit or sport coat for men.	More formal than cocktail. Elevated attire that shows effort and sophistication.	Highest level of dress. Elegant, timeless and sophisticated. Floor-length gowns and tuxedos.
MEN 	MEN 	MEN 	MEN 	MEN 	MEN 	MEN 
Best For: Weekends, casual outings, running errands, informal gatherings	Best For: Casual Fridays, relaxed office environments, business casual events	Best For: Interviews, client meetings, professional presentations, office work	Best For: Important meetings, business travel, networking events, leadership roles	Best For: Cocktail parties, receptions, date nights, social evenings	Best For: Weddings, formal dinners, galas, award ceremonies	Best For: Black-tie events, formal galas, premiere events, upscale celebrations



GENERAL TIPS

- ✓ **Fit matters:** Clothes should fit well and be tailored if needed.
- ✓ **Grooming counts:** Personal hygiene and neat grooming complete your look.
- ✓ **When in doubt, dress up.** It's better to be slightly overdressed than underdressed.
- ✓ **Consider the event, venue, and time of day.**

General Standards

- ✓ **Fit matters.** Clothing should fit well and be tailored when needed.
- ✓ **When in doubt, dress up.** Better slightly overdressed than underdressed.
- ✓ **Grooming counts.** Personal hygiene and neat grooming complete the look.
- ✓ **Read the room.** Consider the event, the venue, and the time of day.

Public Speaking

Presentation vs. presenter. Distinguish the material from the person delivering it.

Move with purpose. Step away from the podium to hold attention.

Rehearse out loud. Practice your script to set pace and delivery.

Respect the spoken word. Know its power and immediate impact.

Meet their eyes. Make eye contact around the room periodically.

Mind your hands. Keep gestures from becoming a distraction.

Expound, do not read. Build on what is on the screen instead of reading it.



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