

PERSONAL IMAGE BLUEPRINT - PART 18

HOW CLOTHING AFFECTS BEHAVIOR

We Become What We Wear

- A study comparing participants wearing lab coats tested them on basic tests of attention span and cognition. Some thought they were wearing a doctor's coat, some a painter's coat and the rest wore normal clothes.
- The theory being tested was the idea that **if you dress like a powerful or intelligent person, you'll find yourself acting like one too.**
- Subjects who thought they were wearing a doctor's coat significantly outperformed the other groups. The results were referred to as **enclothed cognition.**
- *Believing* that you're wearing the *right clothes* affects our thoughts and behaviors.

Practical Dressing for Success

- The problem with a dress code is, requiring people to wear a suit when they don't want to means they stop thinking of the suit as a symbol of power and influence. Instead, it's a symbol of their enforced subservience to someone else's rules.
- Getting a mental benefit from your clothing means *choosing* to dress for success.
- If you're still view dressing nicely as an unfair standard society is forcing you to conform to, then dressing up won't be as effective. You'll look like a successful man but you'll act like a frustrated, confined one.