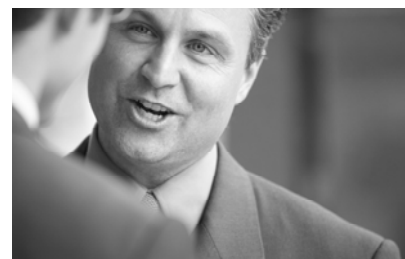


Business **image**: individual consulting



An excellent business image enhances your credibility, connects you with your audience and promotes your outcomes. Once you acquire the skills to manage your image, it becomes a natural extension of who you are and what you do.

We recommend one-to-one consulting if any of the following applies to you:

- Increased visibility due to a change of role
- Recent or pending promotion
- Change of industry or from public sector to private enterprise or vice versa
- Significant changes to workplace eg following an acquisition or a merger
- Change from backroom to front-line role
- Management or leadership challenges
- Under public scrutiny
- Needing renewal as a seasoned leader
- Establishing or growing your own business
- Desire to maximise your professional opportunities

The following modules can be delivered:

- Separately, ie one per session;
- As a package of 2-3 modules in a single session; or
- Over 1-1.5 days in a complete image program incorporating all 5 modules.

| | |
|----------------------------|-----------------|
| 1. The Professional Fit | 3-4 hours |
| 2. Exploiting Colour | 2 hours |
| 3. Grooming | 2 hours minimum |
| 4. Wardrobe Audit | 2 hours minimum |
| 5. Shopping with an Expert | 2 hours minimum |

As we fine-tune our consulting for each client, the duration times are approximate.



Business **image**: individual consulting

1. **The Professional Fit** 3-4 hours

Contextual fit

Contextual fit ensures that what you wear and carry send out the right signals within your organisation and your industry. Your personal packaging must be consistent with your business outcomes and constructed with your audience in mind. Within these parameters, we aim to incorporate your style preferences, combining personality, purpose and packaging to create an authentic and memorable image.

Physical fit

How you look counts—in dollars and cents. It's well documented that the public responds more positively towards business leaders, politicians and public figures who have greater visual appeal than their opponents. We advise you on what best suits your physical proportions, and what constitutes correct fit in garments. You learn how to use dress to maximise your physical appeal, appropriately and powerfully.



2. **Exploiting Colour** 2 hours

Colour is the most obvious of all clothing signals. Of course, business means black, navy, charcoal and other serious neutrals - or does it? This module helps you understand the messages conveyed by different hues and shades, and gives you tactics to use colour to create illusions of height and width. You will discover which colours suit you, and how to wear those which don't. You will become more resourceful when coordinating clothes. To remove any guesswork, you will receive a compact set of colour samples.

3. **Grooming** 2 hours minimum

In this module, we provide specific advice on hairstyling, spectacle frames and grooming. We arrange, and as required, accompany you to appointments with a hair stylist, optical retailers and make-up professionals. To maximise the use of your time, we consult with you 'on the run'.

4. **Wardrobe Audit** 2 hours minimum

Your wardrobe is your most visible professional overhead. This process identifies what is working for you, what is working against you and the gaps that must be filled to create an effective and efficient wardrobe. You will receive clear guidelines on how to take a strategic approach to your business wardrobe, and how to make the most of your time and money.

5. **Shopping with an Expert** 2 hours minimum

This is a session where your expert adviser will direct, streamline and focus the shopping process with you. We can create a wardrobe from scratch, or shop for an outfit for a specific occasion such as a presentation, or find those pieces that fill the gaps in an otherwise workable wardrobe.



Business **image**: individual consulting

Jean Woo

Director, Personal Brand Management Pty Ltd

AT A GLANCE

Jean has advised organisations and individuals on personal branding and image management for over 10 years. She helps her clients harness their unique mixture of qualities and values to create a point of distinction, which they convey through their actions and their visual, spoken and written expression.

As an experienced facilitator of corporate programs, Jean has assisted a diverse range of organisations, including financial institutions, professional service firms, and small to multinational businesses.

Jean is principal author of *Executive Style* (Prentice Hall), and is currently co-writing *Dress for Effect*. Her background spans fashion, commercial law, legal publishing and professional services marketing. She has served as a mentor on the Women in Finance Mentoring Program (2004, 2005).

SKILLS AND EXPERIENCE

- Designing and presenting communication skills programs with a focus on:
 - Professional image and authentic presence.
 - Personal Branding DNA™
 - Verbal presentation including Think on Your Feet® (2 day program).
 - Business writing including Writing Dynamics™ (2 day program).
 - Business etiquette
- Using delivery styles ranging from formal keynotes to experiential games with intensive debrief
- Working with individuals, small groups or large audiences as required
- Relationship building skills gained from over 10 years consulting experience.

Learning programs and presentations are supported by professional and engaging materials including manuals, workbooks and PowerPoint presentations.

RELEVANT EDUCATION AND TRAINING

- Master of Education in Adult Education, University of Technology, Sydney
- Cert IV in Workplace Training and Assessment
- Writing Dynamics™ Accreditation to deliver 2 day licensed training
- Think on Your Feet® Accreditation to deliver 2 day licensed training
- NLP Master Practitioner Certification; Inspiritive
- Bachelor of Arts/Bachelor of Laws, University of Sydney

MEDIA AND PUBLICATIONS

- Interviewed by BRW for inaugural *Young Rich* edition 2006; various television and radio interviews
- Principal author of popular business book: *Executive Style: dress essentials for men and women in the business world* (1997) published by Prentice-Hall and AIM
- Author and co-author of articles on business style in fashion magazines eg Men's Style Australia and in professional publications eg Lawyers Weekly

