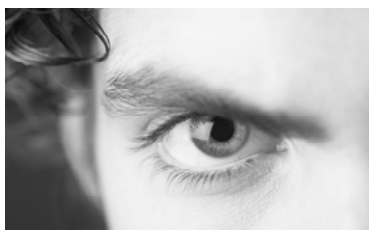


# Business **image** seminars + training



Personal Brand Management has been delivering image and personal branding seminars, workshops and presentations for over ten years. We work with organisations who want to convey a consistently positive message, increase the visibility of their people and differentiate themselves from competitors.

Do you have key personnel who need to develop a credible presence? A sales team who need to present with consistency? Specialists who have reached a point where technical excellence is not enough? Staff who need to improve their packaging and interpersonal dealings?

In a highly visual marketplace, an appropriate and well-targeted image will help you to:

- Attract and maintain clients.
- Expand into new business areas.
- Engage your people.
- Present a united front.
- Charge a premium for your products and services.
- Attract and retain quality employees and partners.

We customise our programs to suit your needs, whether you require in-house training, a conference presentation, executive coaching or an induction program.

Training topics include:

- Personal Brand Management—Inside Out Branding.
- Professional Image—Dress and Grooming.
- Relax the Dress, Maintain the Power.
- Business Etiquette—Meeting, Greeting and Eating.
- Spoken Image including the Think on Your Feet® program.
- Written Image: including the Writing Dynamics™ Program.

One-hour presentations include:

- Personal Branding: Authenticity Equals Advantage.
- Credibility Makers and Breakers in Business.
- Cracking the Casual Dress Code.



# Business **image** seminars + training

**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, both in-house and public
- 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

