

THE QUIET POWER OF WHAT WE WEAR

Take Your Space

PERFORMANCE | IMAGE | EXPOSURE

Many of the world's most successful leaders bring together three key elements to shape how they show up at work. They **perform** exceptionally well. Their personal brand and **image** is authentic and consistent. They manage their **exposure** – ensuring the right people know who they are. All three are essential but each carries a different weight

- Performance - 10%
- Image - 30%
- Exposure - 60%

*This is the PIE theory of career progress
coined by Harvey Coleman*



- 1 in 5 women severely lack confidence
- 54% of women say the top way of boosting their confidence is to be happy with their appearance
- 30% of your career progression is determined by image
- On average, women spend 17 minutes per day deciding what to wear

IMAGINE IF YOUR TEAMS FELT CONFIDENT TO TAKE THEIR SPACE:

- In the boardroom
- At the management meeting
- With a senior client
- At the networking event
- At their promotion interview
- On air



SOCIAL STYLES

The session content offers an understanding of oneself, but also examines the traits of others. Participants will hear about a fast-track way of recognising different personality types by using a science-based, quick and easy shortcut.



When an individual knows how a co-worker behaves, they can predict how that individual will probably act. When co-workers can anticipate a behaviour pattern, this helps build effective business and workplace relationships

Having these tools will help them to:

- Build and maintain client relationships
- Improve employee engagement
- Build top performing teams
- Influence communication campaigns
- Resolve conflict effectively



TYPICAL OUTCOMES



- Understand that your wardrobe can be an amazing toolkit
- Feel confident and have the courage to own your space and show up authentically within the context of the environment in which you operate
- Know why a consistent visual personal brand will support performance and career growth
- Operate with confidence in different environments and contexts, by knowing how to have the right impact
- Get better at engaging with customers, colleagues and stakeholders by quickly tuning into the traits of others
- Have a science-based quick and easy shortcut to more effectively communicating with different personality types
- Know how to put together an easy workwear wardrobe so that your focus and energy can go into your work





FIRST IMPRESSIONS

- Seven seconds
- Discussing external perceptions
- The impact of a negative first impression

AUTHENTICITY

- Enclothed Cognition - your clothes are a power tool
- Carl Jung's archetypes and dressing to express
- Relating to other archetypes, social styles

EXPLORING PERSONAL BRAND

- What is personal brand
- Does it already exist or is it created
- Why is it important to be consistent

CONTEXT AND CONSISTENCY

- Know your audience; honour the environment
- How to move it up (or down) a notch
- Consistency is key

WARDROBE ECONOMICS

- Save time
- Save money
- Reduce overwhelm



Duration: Tailored options available - let's chat

Location: In-person at your venue

Price: On application

ABOUT ME

As an experienced, professional, award-winning Image Consultant, I have worked with executives across multiple industries and fields. I empower leaders and future leaders to "Take Your Space", with confidence. With me, you will plug the gap between Performance and Exposure.



We are living in a world where human connection is becoming more important. In our leaders, in crisis management, in public company announcements we expect to see a company representative or a team leader as someone with whom we can connect, who looks trustworthy, credible, affable and most of all authentic. When your Personal Brand is authentic and appropriate it has a strong impact on confidence, authenticity, communication and relationship building.

SPEAKING ENGAGEMENTS

EY	Global Women in Finance
Google	Network Ireland
ANUA	Ireland Together
Chartered Institute of Accountants	Regular contributor in the media

ABOUT HOUSE OF COLOUR

House of Colour, the world leading franchise group in Image for Personal Brand, provides the foundation for my ongoing commitment to growth through ongoing training and development. A certified provider of training excellence, House of Colour is the only Image Consulting business to hold the Investors in People Silver Level award for services to clients. I am fully insured and hold the Professional Excellence Certificate.