

How to Appear Fantastic

Branding and Image Management for Successful People

People may have the skills, the experience and the personality to go far, but unless they look the part they could be going nowhere.

In this very visual world, we are influenced first and foremost by what we see. Our outer appearance needs to reflect what's on the inside – our values, our personality and, crucially, our leadership expertise.

Topics covered are:

- **What are the things we see in a person?**
- **What judgements might we then make about them?**
- **How might these judgements affect our decisions about them and our actions towards them?**
- **Are you achieving personal impact and professional presence?**
- **Is your personal brand in line with corporate image?**

Creating great first impressions is a key part of successful management of your human capital. This workshop will help you understand what attitudes, looks and approaches most suit your personal style.

Delegates will look at developing themselves as personal brands and what that means for themselves and others

in the office. Delegates will leave the workshop with a clear understanding of how they need to appear to generate the best results.

Where required this workshop can include a 'what to wear' element to it, which covers the basics of clothing and outfits to generate the greatest impact. Some clients have gone on to use our personal shopping service to get the wardrobe that will create the greatest impact.

This workshop will suit all employees, junior and middle managers. At the senior level a one to one intervention may be more appropriate.



Katie Day



Katie is a qualified Executive coach and guest lecturer of Business Etiquette at Warwick Business School, she is highly regarded in the fields of Equality, Personal Branding, Cultural Awareness and Corporate Social Responsibility.

Her background is predominantly in global banking, working with the European Bank for Reconstruction and Development from 1995 to 1999 running self development courses and guiding the Bank through the maze that is Diversity. In 1999 Katie joined Business in the Community working primarily with London city clients on Diversity issues, specialising in gender diversity. Katie also worked with clients on their corporate social responsibility agenda for 6 years.

Katie's clients include Kent County Council, The Bank of England, The National Archives and Inmarsat Global.

Equally as comfortable with small and large corporate organisations Katie brings a down to earth approach to very tricky subjects. She is passionate about bringing positive change to all individuals whatever their background.

Katie also has qualifications as a personal development trainer and image consultant.