

PROFESSIONAL PRESENCE & IMPACT

When people interact with you for the first time or the 100th time, what image do you want them to have? Most professionals want to be admired and respected for their competence, as well as for making valuable contributions to any group or organization.

The personal image that you project, your approach, the quality of your communication, and how others perceive you also determine how successful you are in any situation. These attributes form the foundation of your "personal brand."

Well-executed personal branding creates a strong, consistent, and specific association between you and the value that you offer. It also helps you stand out from the crowd with polished personal style and strong communication skills.

OUR THREE-STEP STRATEGY

Using a coaching approach, our proprietary strategies and tools help develop the specific behaviors and skills that lead to enhanced professional presence and impact. By working in areas such as image, approach, communication style, and even specific communication deliverables, clients become – and are perceived as – more effective.

Following our personal branding strategy, clients:

1. **Increase Self-Awareness** by understanding what motivates behavior through an examination of personal perceptions and impact on others using self-assessments and tools like DiSC.
2. **Clarify Simple Goals** based on feedback received and, more importantly, an individual's compelling reasons for wanting to change. Due to the short engagement, we focus on two or three key areas.
3. **Facilitate Rapid Change** with specific exercises and tools delivered by an imaging professional coach/consultant/trainer providing hands-on assistance wherever needed.

WHAT WE WORK ON

Our areas of focus depend on the client's specific needs and objectives. They can include:

- Increasing self-awareness of *you* as a brand
- Enhancing your physical presence
- Looking and feeling confident
- Communicating confidently
- Active listening
- Influencing without authority
- Handling difficult conversations
- Adapting style to different audiences
- Taking appropriate credit for accomplishments
- Leading effective meetings
- Developing crisp, clear, and concise messages
- Writing well
- Matching your environment to your brand

Participants also receive reinforcing tips specific to the area of focus, a personal action plan for creating and reinforcing your professional presence and impact, and ongoing access to our resources.

HOW WE WORK

Unlike training programs or seminars on presentation skills, our work meets real, immediate needs and creates actions that drive change over time.

Delivered most effectively one-on-one, the program leverages a combination of face-to-face meetings and telephone sessions to ensure a true understanding of how a client shows up physically, not just verbally. The work focuses on areas of professional style and communications effectiveness that will have the quickest and most significant impact on others.

GET STARTED NOW

With a quick and confidential conversation or email, we can recommend an approach that best meets the needs of the personal brand that you want to create, as well as the impact that you want to shape.