

## Do you judge by appearances?

You may not think so. You may feel you're intelligent and open-minded enough to take people as you find them. To judge them by their personality and their ability, not their clothes and their grooming.

Yet research consistently shows that what you wear, and how you wear it, has a marked and measurable effect on your success. In fact, on average, it accounts for 93% of people's initial opinion about you and your organisation.

And that's where the Image Practice can help – with courses and team seminars, or individual coaching designed around your own unique requirements and defining your own personal brand.



## Are you part of a team, a company, or an organisation?

Then the image your people create is a vital part of your company brand. Whoever a client sees first - including a cleaner or junior receptionist - will dictate their first impression of your organisation. So getting it right for everyone has a direct impact on the bottom line.

The Image Practice offers **courses and seminars** that teach your people just how important image is – and just how easily they can get it right for themselves, and for you.

Choose from:

- the **corporate presentation** (a successful package of tailored, interactive sessions)
- the **group image workshop** (for 4-6 delegates),
- the **team building event**, a creative interactive workshop showing the importance of personal presentation & image

These workshops can be tailored around graduate training schemes, out-placement support and staff incentives, or delivered as part of an induction programme for new staff.

## Are you working for yourself - or looking for personal development?

Then you will achieve far more by paying attention to your 'personal brand' - and learning how colour, style, scale and proportion will create a first impression that's the right impression.

The Image Practice offers intensive, **individual programmes** tailored to your own specific needs.

## Judging by results...

When you choose an image consultant, you will be looking for someone with experience in a wide range of sectors, and a real understanding of your business. Someone with the right knowledge, and the right training, to inspire confidence – and the right personality to deliver entertaining training sessions that are influencing, cost effective and informative.



## About The Image Practice

Since The Image Practice was launched in 1993 it has achieved real and measurable results for corporate, retail and private clients in industry, commerce, hospitality, shipping, finance, pharmaceuticals, and government for people as varied as IT directors, department managers, property developers, accountants, mortgage brokers and public servants.

## About Margaret Fleming

Margaret Fleming is the leading consultant of the Image Practice. She has covered all key aspects of business, training and image consultancy - both as a client and as a facilitator - in a career spanning 25 years. Her prior experience in business has given her a clear understanding of precisely what her clients need and want for their own businesses.



Margaret is a Master of the Federation of Image Consultants and has extensive training in image enhancement techniques and the colour and psychology of clothing.



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