



*Is Your Professional Image Pushing You Forward
Or Holding You Back?*

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An effective professional image

- communicates my abilities and values
- boosts my appearance
- makes me feel confident
- enables me to look approachable and capable – I gain people's trust

Your professional image must project **AIMS**

- **A**uthority
- **I**ndividuality
- **M**odernity
- **S**tyle and quality



Summary

- Image is one of your most effective communication tools
- Dress for your audience, purpose and environment
- Must avoid distractions – do not let image ‘flaws’ get in the way of your message
- Update your hairstyle, accessories, glasses and make-up at least every 3 years

What you can do...



...for your professional image in 2016:

1. From today, use **AIMS** as your daily image checklist
2. As we reach the end of 2015, apply the 3Rs:
 - **Review** your image – take a moment to consider: does my image project the best of myself?
 - **Reject** items that no longer suit you
 - **Revamp** your professional image: you can start with just one simple change, such as updating your hairstyle, make-up, or accessories

Good luck and...

contact me if you would like a personal consultation or training for your team:

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