

Believe it or not...the judgment game is played every day. Hundreds of decisions are made in **30 seconds or less** about the people we meet. Likewise, many potential clients, existing customers and colleagues make multitudes of decisions in very short intervals of time about your organization based on the employees that they meet. These decisions are pivotal in establishing relationships that can ultimately impact business success. ***Your employees can be a great asset to building corporate brand equity, but they can also cause your organization's image to suffer.*** Image Matters will engage your employees in an educational and interactive experience that will benefit them for a lifetime and provide your organization with a strategic tool for brand management.

WORKSHOP OBJECTIVES

- Understand the elements of first impressions and the impact of personal appearance in business.
- Understand the continuum of the level of “dressiness”; from business dress to business casual.
- Identify the four levels of business casual and which ones are appropriate for your culture.
- Create an image action plan that will assist the participant in realizing professional and personal goals.
- Enhance your business etiquette skills.

BUSINESS ETIQUETTE BONUS

Many business deals, jobs, contracts, promotions – and even personal credibility - has been lost because of a lapse in business etiquette skills or protocol. The inability to skillfully handle a business meeting or to conduct one's self in a refined manner at the dining table can create a lasting impression on employers, clients and colleagues.

YOUR IMAGE MATTERS!

WHAT ARE YOUR EMPLOYEES TELLING YOUR CLIENTS ABOUT YOUR COMPANY WITHOUT SAYING A WORD?

How are your employees interpreting business casual dress?

“Marva Goldsmith’s presentations to our entire home office were well done, well received, educational and highly effective with our employees. She accomplished in two presentations what we tried to accomplish on our own over the past several years.” **J. Goulart, VP Human Resources, Gleaners Insurance Society**



Photos courtesy of Image Talks

Marva Goldsmith is a national speaker, an author, and facilitator/trainer on image and brand management, leadership development and team building.

She is also the author of **Re-Branding Yourself After Age 50**, a self-help guide for Baby Boomers in the midst of career reinvention. Marva has worked with diverse organizations and audiences from corporate America to incarcerated youth, always sharing the good news about image and personal branding.

For more info visit: branding50.com or marvagoldsmith.com

marva@marvagoldsmith.com

301.474.8808