

PROFESSIONAL IMAGE & PERFORMANCE NETWORKING PROGRAM

One Stop Shop: Look, Behave, Communicate

**Professional Image:
The Psychology of
Perception**

A universal perceptual tendency is to “judge a book by its cover”. We form lasting opinions based on what we see. In fact, over half of the impression you convey to others is based on appearance. The look of credibility, composure and professionalism must accompany the message for an audience or client to accept it. You must be believed to be heard, and we believe what we see.

Be sure to send the full message by visually presenting your professional credibility. This seminar is about attaining a professional presence that in all circumstances speaks well of you. Learn how your body language, dress and personal style impact the decisions others make of you and your ideas.

Image:

- The impact of appearance on client perceptions
- Powerful first impressions
- How to create the “look” of professional credibility
- The power of colour on visual communication
- Clothing signals and how to dress to gain respect
- Clothes you should never wear, and the clothes you must have
- Why it is critical to appear current (not trendy) with your appearance
- The distinctions between professional and business casual dress
- How to dress for clients and situations, urban/rural etc.
- Select and coordinate the appropriate design elements in business casual clothing
- Use appropriate colour coordination techniques when combining separates
- Choose the correct footwear, jewelry, outerwear, and accessories to complete their business casual wardrobe
- How to look your best with minimal effort
- How to build a professional wardrobe on your budget

This seminar can be focused primarily on both Business Professional and Casual Dress. The workshop incorporates short lecture, clothing samples current to the season, a PowerPoint presentation, and interactive experiences to create an outstanding learning environment.

**Personal Colour
Analysis**

An individual colour reading service will be provided for each person. This reading will also include an analysis of individual colour characteristics. A colour wallet is provided tailored to their skin tones and unique features. This provides a reference on how to correctly coordinate colour within one’s personal wardrobe.

Lynne will provide each person recommendations on clothing/accessories, makeup, eyewear (optional), and hair colour suited to their personal needs.

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Optional: Individual
Consultations for
30 minutes
– 60 minutes

Individual Image Analysis

1. Analysis of individual appearance characteristics, body type, colouring, grooming, and clothing personality.
2. Analysis of personal career needs and situations
3. Colour analysis
4. Business casual dress do's and don'ts, business professional recommendations in dress and related items.
5. Budget and where to shop

This session will be supportive and confidential. A colour wallet for appropriate shopping selections will also be included in this service.

Networking &
Social Protocols

Successful networking, both internally and externally, requires that we understand and meet the unwritten expectations of the pseudo social/professional arena. Managing the impression you make and maximizing your 'like-ability' are the keys to making every networking opportunity consistently profitable.

First impressions really are important. The way you greet people can set the tone for the entire interaction that follows. If you make a poor initial impression, you may spend the rest of your time overcoming it. In this fun and interactive workshop you will be given tips on putting your best foot forward with the right handshake, effective introductions, and presenting and requesting business cards with confidence.

You'll master the principles of impression management by exploring perceptual tendencies, the ins-and-outs of small talk, and the subtleties of conversation.

This presentation will combine lecture and practice of key networking and etiquette strategies to ensure successful business development.

- Be an ambassador in representing the mission and values of the organization
- Incorporate appropriate business protocols during all client interactions.
- Host and guest behaviours
- Being prepared; having an agenda, tag lines that put you into context when you attend events
- Match your professional development plans to people you want to meet
- Research who's attending in advance
- Approaching groups with confidence and exiting with grace.
- Handshakes; when do you not shake hands
- Introduction skills exercise
- Self introductions to initiate conversation; practice introducing themselves and others to engage in conversation and have people interested in knowing more about them.
- Survive the nuances of small talk
- Listen as a tool to build goodwill.
- Referral Skills and Follow Up – optional
- Cocktail Etiquette Skills

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Personal Benefits

- **Dining Skills: Optional**
- Demonstrate proper table manners
- Make a good impression when hosting/entertaining customers
- Be confident about your table manners, allowing you to focus on the guest/customer

- Maximize your impression management skills
- Create a visual presence that conveys credibility and self-assurance
- Incorporate the psychology of positive and negative impressions when building a professional wardrobe
- Have fun learning how our image affects the impressions others have of us
- Know the techniques necessary to develop a style of your own
- Discover which styles are most in harmony with you and your career objectives

Organizational Benefits

- Enhance the marketing image of the company through its people
- Market share is increased when a company's employee image is up-to-date: there's an perceptual extrapolation to the products and services being equally up-to-date
- Executive awareness of modeling of image expectations filters throughout organization

LYNNE MACKAY**One Stop Shop: Look, Behave, Communicate**

Lynne Mackay specializes in the delivery of individual consultations, keynotes, workshops and conferences that enhance a company's human resource credibility. These include personal image, performance communications, networking, and business etiquette/professional behavior programs. Lynne has travelled extensively in her 27 years of working with many Fortune 500 companies across North America. She has a 30 year background in personal appearance and image development and has counseled top executives in many well-known corporations. Her in-house seminars are dynamic and effective, providing valuable practical insights that can be applied by all who attend.

Commissioned Publications:

- ▶ The Power of Your Image Canadian, Dental Association Publication
- ▶ The Professional Image of the Technician, Association of Field Service Management International
- ▶ First Impressions, Canadian Bankers Association
- ▶ Image: Your Competitive Edge, Canadian Professional Sales Association
- ▶ Guidelines on Appearance and It's Impact on Service, Bell Canada
- ▶ Image for Professional Women (interactive CD)
- ▶ We Dress For Business, Bombardier Inc.

"Your presentation was dynamic and informative and was well received by all members in attendance that evening."

**President of the Ottawa and District
Scotiabankers Association**

"Extremely practical information presented in an exceptionally professional manner."

Pfizer Canada

"The seminar was presented extremely well and specific to our group's requirements."

Ontario Power Generation

"The most useful professional three hours I've ever spent. I've left the session with new insight and effective strategies to deal with all my clients."

Astra Zeneca

"Material was relevant and easy to understand. The presenter was extremely knowledgeable and very entertaining."

Federal Government, HRDC