

CPS' Image Consulting

Image is *Everything!*

Like it or not, people judge us on how we look and communicate. First impressions are usually lasting impressions. Justified or not, people make all sorts of assumptions based on how we look.

Also, when we look our best, we tend to feel better about ourselves; and when we feel better, we tend to function better.

Last year, \$12.5 billion dollars was spent on image updates with approximately 90 million procedures (i.e. facelifts, botox, etc.). Why not start with a NOT SO EXTREME image makeover? This class will include the following:

Part I: Your Physical Image - from lunchtime seminar to a full day

- Why is Image Soooooooooooooo Important?
- Image and the business world
- Aspects of your Image
 - Physical (color analysis, wardrobe, body & face shape analysis); providing your best colors, fixing figure flaws, showing what looks best on certain body types, showing the best accessories, collars, necklines, glasses and hair styles for specific face shapes
 - Non-physical (overview of communication: verbal and non-verbal)
- So what's your SEASON....this helps you understand the psychology & science of COLOR; helps you to determine if you are a WINTER, SUMMER, SPRING or FALL and which colors flatter you...which ones do not flatter you...
- Simple and inexpensive ways to update your Image
- Fashion Season 2010...what's IN....what's OUT?
- A reminder of what's *really* business casual....

Part II: Your Non-physical Image (verbal & non-verbal communication, presentation, leadership) - from lunchtime seminar to a full day

- What's Your Communication Style?
- Assertiveness vs. Aggressiveness...Which One Describes You?
- How To Accentuate Your Strengths
- How To Improve Your Weaknesses
- Hey, What's Your 'Non-verbal' Saying?
- How Eye-contact, Handshakes and Attitude Really Matters
- Quick Tips to Improve Your Presentation Skills
- Finding the Leader in You (*overview*)

Part III: Finding the Leader in You (full session) - from lunchtime seminar to a full day

Part IV: Introducing Golf...a Secret, FUN Stress Buster & Networking Tool - from lunchtime seminar to a half day

Part V: Full Session: Color, Wardrobe, Body & Face Analysis - from lunchtime seminar to a half day