



JENNIFER HOWARD

## IMAGE UP! How Better Dress Can Move You to the Next Level®

Have you ever walked into a business, looked at how the employees are dressed and thought, "Am I in the right place?" This happens fairly often in our society today. "Casual Friday's" have become the weekly dressing norm in many businesses today. Sometimes, the "casual" is even replaced by "sloppy."

This interactive workshop is designed for all levels of employees, from entry-level to upper management, who want to "Image Up" at the workplace.

**It has been proven that the way a person is dressed makes a difference in:**

- Their level of performance on the job
- How they are treated by other employees
- How they are viewed by the customer
- The level of personal self-confidence they have in themselves
- Whether they will be considered for a raise or promotion within the company

For the employee who wants to move to that "next level" within the company or business, OR the employee in which you see great potential, this workshop is a sure winner.

**It covers the following:**

- The benefits of business-appropriate dress.
- How "dressing for the job you want" is important for job advancement and pay increases.
- How the colors you wear do make a difference in how you are treated by others.
- Personal grooming.
- Portraying an overall more confident and professional image at work.

This program includes a photo-strong and word-light PowerPoint presentation. In addition, actual clothing, shoes and accessory examples are brought in to assist in the visual portion of the program.

Propel your business ahead by offering this workshop to your employees who can and do make a difference to your organization. The visual benefits alone will assure your customers they have, indeed, walked into the right place!

