

THE POLISHED PROFESSIONAL

FOR MEN & WOMEN

Do your employees look and sound as good as their offer?

How do your clients view your company and your employees?

Do your employees enhance or detract from your corporate image?

Could your company be making greater profits if your image were stronger?

Many companies spend a lot of money on the design, package and advertising of their products. This is vital as the better it looks, the more attractive it is to the buyer. Your people, as representatives of the company, are just like the products or services you sell; and their talents, image and how they present themselves are a reflection of what you have to offer. Whether it is entering a room, meeting a client, going for an interview, giving a presentation or at a business social function, the image your people portray will be influential on how you will appear.



Everything about the image your employees' project will be covered in The Polished Professional workshop. Participants will be guided through all aspects of their total image along with instruction on self-presentation in the corporate environment. Also covered are all aspects of how to use colour and style to your advantage, professional etiquette, verbal and non-verbal communication, as well as how to manage your personal presentation.

The Polished Professional workshop is a fundamental educational programme for employees and management to polish and perfect their visual image. This programme is a model for any employer who would like to generate a winning team of strong professionals in their chosen fields. It is unique as it covers all information that is pertinent to all employees but yet at the same time provides each participant with individual information which is fully customised.

The Polished Professional workshop includes:

- Creating a successful future
- The traits of a professional
- First impressions and why image matters
- Success and appearance
- Successful management of your total image
- How to use your clothes to increase sales
- Dress code essentials
- The Point Dressing Guide System
- Your body shape analysis
- The art of illusion dressing
- The essentials for a business wardrobe
- Buying a new suit
- Fabric basics
- Dressing for the work occasion
- Business casual or business casualty
- Finding your personal style
- The psychology of colours
- Colours and the business world
- Grooming for success
- Instant image breakers
- The power of the silent signals you send
- Professional business etiquette

What you will receive:

The Polished Professional Manual for men and for women

Your Personal Style Solutions Portfolio for men and for women, will assist your employees in selecting the proper cuts and styles to create a professional wardrobe, and arms you with the knowledge to purchase clothing and accessories that will enhance your professional image.

For Men:

Suits	Business shirts
Sleeves and cuffs	Collars
Jackets	Trousers and pants
Necklines	Casual tops and shirts
Shorts and swimwear	Eyewear
Shoes and much more...	

For Women:

Jackets	Pants and skirts
Dresses	Collars and lapels
Sleeves and cuffs	Necklines
Shoes	Eyewear
Lingerie	Evening gowns
Bridal and much more...	