



the *intelligent* approach to image, impression and influence

Personal Optimisation

the shopping tutorial *for men who don't like shopping*

learning - and enjoying - to look euro-savvy, painlessly and affordably

For business, men and woman should always look business-like, whether suited or in smart casual, to convey credibility, polish & professionalism.

The Work Wardrobe that Works is not merely about choosing the right clothes, it is knowing how and when to wear them and understanding fit, accessorising, coordinating and maintenance.

A discerning man may take pride in his appearance but may well not be making the most of himself, be maximising his wardrobe, 'doing' smart casual as it should be done - or enjoying his clothes shopping.

Shopping professionally with a Positive Presence consultant brings many benefits:

- o Provides objective sartorial and wardrobe management and maintenance advice
- o Utilises our expertise, knowledge and experience
- o Saves time, cost and energy
- o Gives a blueprint for successful future shopping
- o Takes fashion into account but follows style
- o Selects flattering, comfortable garments complementary to your current wardrobe
- o Accessorises all garments appropriately
- o Advises objectively on value, style, fit and suitability
- o Eliminates mistakes
- o De-mystifies SmartCasual

And afterwards, we even can shop for add-ons and bring them on approval.

what *they* say

Converted non-believers make the best advocates...

I don't mind admitting that when I was approached about using your services, my first impression was 'hmmm, not sure an image consultant is really for me'. Now we are a few months on, I'm pleased to advise that my opinion has totally changed and there have been a few Eureka moments along the way. The first was when we gave feedback on each other at the team session and one of the comments about me was 'scruffy' and I resolved to make changes....Following on from this, I've specifically worked at raising my profile with my peer group following a recent change of role. Finally, since our recent shopping trip, the change in my general appearance has been both noted and commented upon frequently. However, more importantly, you have changed my perspective and attitude at work - which I feel was always your aim!

I would like to finish again by just passing across my thanks for what has been a much more pleasurable and rewarding experience than I ever expected.

Chris Glanvill Head of Finance for Global Services Thomson Reuters

I felt I had no need to change my image. For nearly a year, I resisted Laurel's suggestions about going shopping and working on my image. Now, I am the typical bloke when it comes to shopping. I know what I want, where I will get it and then get out of the shop as quickly as possible. But here I was, spending time trying on new outfits and actually enjoying the experience. .. I came away finding that I was really looking forward to wearing them.

The next day so many of my colleagues commented how good and how professional I looked...The interesting point was how good I felt wearing them. Knowing I looked good, looked smarter and more professional has certainly given me even more confidence and a more positive approach.

If you are thinking of working with Laurel, don't wait a year before you say yes. It is a great experience which has a real positive impact.

Martin Yates Head of Customer Support Europe Thomson Reuters