



the *intelligent* approach to image, impression and influence

# Personal Optimisation

## options

### SKILLS

#### APPEARANCE

Hair up lesson  
Business appropriate  
Wardrobe management  
Shopping successfully  
"Mistakes" workshop  
Capsule wardrobe  
Posture and movement  
Smart Casual  
Top-to-toe grooming  
"Perfect shaving"

#### BEHAVIOUR

Social etiquette at work  
Working the Room  
Rapport building  
Clutter clearing  
Raising your profile  
Power networking  
Organisational skills  
Your elevator pitch  
Stress management  
Behaving yourself

#### COMMUNICATION

Media techniques  
Public speaking  
Presentation skills  
Effective speak  
Vocal presence and power  
Invisible phone image  
Interview skills  
Effective writing  
Negotiation skills  
Body language

### ENHANCEMENT

Shaving lesson  
Hair - restyling/colour  
Optical - glasses & lenses

Make-up tutorial  
Dermatology  
Bodyshape – diet/fitness

Manicure/pedicure  
Skincare  
Cosmetic dentistry

### SUCCESSFUL *intelligent* SHOPPING

**A discerning person often takes pride in their appearance but might not be making the most of themselves, maximising their wardrobe - or *enjoying* their clothes shopping. Shopping professionally with a Positive Presence consultant...**

- 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 Edits fashion 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

**PROJECT SHOPPING - and afterwards, other follow-on items can be chosen and brought for your approval.**

### THE *intelligent* WARDROBE THAT WORKS

**Makes more, not less, of what is there by editing, auditing and styling all that is considered right for now, for you and for your image.**

**Personal styling session** - Not based on colour or style textbook theory, this is *real* tutoring on style, fit, coordination, accessorising and suitability using key items from your own wardrobe (optional: Smart Casual).

**Wardrobe De-tox** - An enlightening, cathartic experience! At-home option for those with a bulging wardrobe by which the complete closet is sensitively and professionally evaluated, organised and then completed with maintenance and planning advice.

### MAGIC WAND MAKEOVER - *for women only*

**A one-day total refurb, with Positive Presence specialists at our premises.**

- o Hair and make-up re-style for the life you lead
- o Manicure and pedicure
- o Personal styling session – making the most of your existing wardrobe
- o Healthy lunch and refreshments
- o Before and After photos
- o Maintenance advice

### BESPOKE TREAT DAYS - *for a group of friends, family or colleagues*

**Bespoke (and possibly themed, e.g. pre-wedding, 40+) treat day at our premises or your venue of choice – a pick'n'mix selection which can include hair, make-up, nails, massage, astrology, wardrobe mistakes workshop, styling, etc**

### CONFIDENCE, CAREER, DE-CLUTTER or LIFECHANGE COUNSEL

**A course with a recommended counsellor or coach after an initial *intelligent* consultation to assess the best way forward.**

### PERSONAL HI-IMPACT MAINTENANCE - *for those with a public profile*

**A specialised premium service provided personally by Laurel Herman.**