



Michaela Betchley

executive image consulting

# 10 REASONS TO BOOK MICHAELA

Raising the bar  
on professional  
image.



- #1 I have walked in your shoes for over 20 years. I understand the corporate and business world like few others in the image consulting business.
- #2 I am able to connect with a diverse range of cultures, age groups, genders and roles, from frontline employees to CEOs and entrepreneurs.
- #3 I create a memorable experience that is interactive, fun, and thought provoking. Your audience will be reflecting long after I've gone.
- #4 My content is tailored to meet your needs. Because every industry, organisation, team and job level is unique and requires a different approach.
- #5 I am an executive image consultant, not a stylist. I have little interest in fashion or trends, and you will not hear me reference body shapes.
- #6 I have been trained by the best in the business and use contemporary approaches, concepts and principles. My work is always backed by science and research. And is always inclusive.
- #7 I am also a certified executive coach and bring a strong coaching style to my communication and delivery. My role is to raise awareness, guide and empower. You will not hear me "tell" anyone what to do.
- #8 I am described as having an unmatched ability to connect. I deliver what is often considered a sensitive topic with a good balance of purpose and sensitivity.
- #9 I am obsessive about customer service and always strive to deliver excellence to my clients. My priority is to deliver a session that your customers and employees will thank you for.
- #10 I am highly passionate about what I do, but equally don't take myself too seriously. Therefore, working with me will seem effortless. I come with no special requests!