



Michaela Betchley
executive image consulting

**IMAGE CONSULTANT ·
EXECUTIVE COACH · SPEAKER**

Raising the bar on professional image.



“Our team can be a tough audience with high expectations. Michaela absolutely met and surpassed those expectations.”

**John Baker,
Group Managing Director**

Your speaker if you want your leaders and teams to understand the art of an impactful and lasting first impression, and stand out for all the right reasons.

Michaela helps professionals to create an impactful and sustained first impression; to discover, build and embed a strategic professional image; and to develop executive presence.

With a 20 year career in corporate senior leadership roles across 3 continents, Michaela has walked in your shoes. And she's seen first-hand, and continues to be fascinated by, the impact that a strong and authentic professional image can have on an individual's career success.

It is this experience, coupled with a passion and strong track record for growing talent and helping others to achieve their fullest potential, that led her to launch her own executive image consulting business, based in Sydney, Australia where she currently lives.

Since then, She's helped professionals to align their professional image and personal brand to their career goals, and stand out from the crowd for all the right reasons.

She is English by birth, a committed volunteer with Dress for Success, describes herself as “obsessive” about customer service, and a lifelong devotee of Prince.



“Michaela was extremely well prepared and engaging. She effectively combined serious content with humour and personal stories to deliver a clear message to staff about the importance of personal branding.”

**Emma Alcock,
Sales Operations Manager**



“Michaela delivered another exceptional session to our staff at UTS. It was thought provoking and insightful and as always Michaela is a charming and flawless presenter.”

**Blair Cornwel-Smith,
Talent Manager**

Michaela's content and style

Using contemporary concepts, approaches and principles, Michaela invites and challenges her audience to think deliberately and strategically about their professional image.

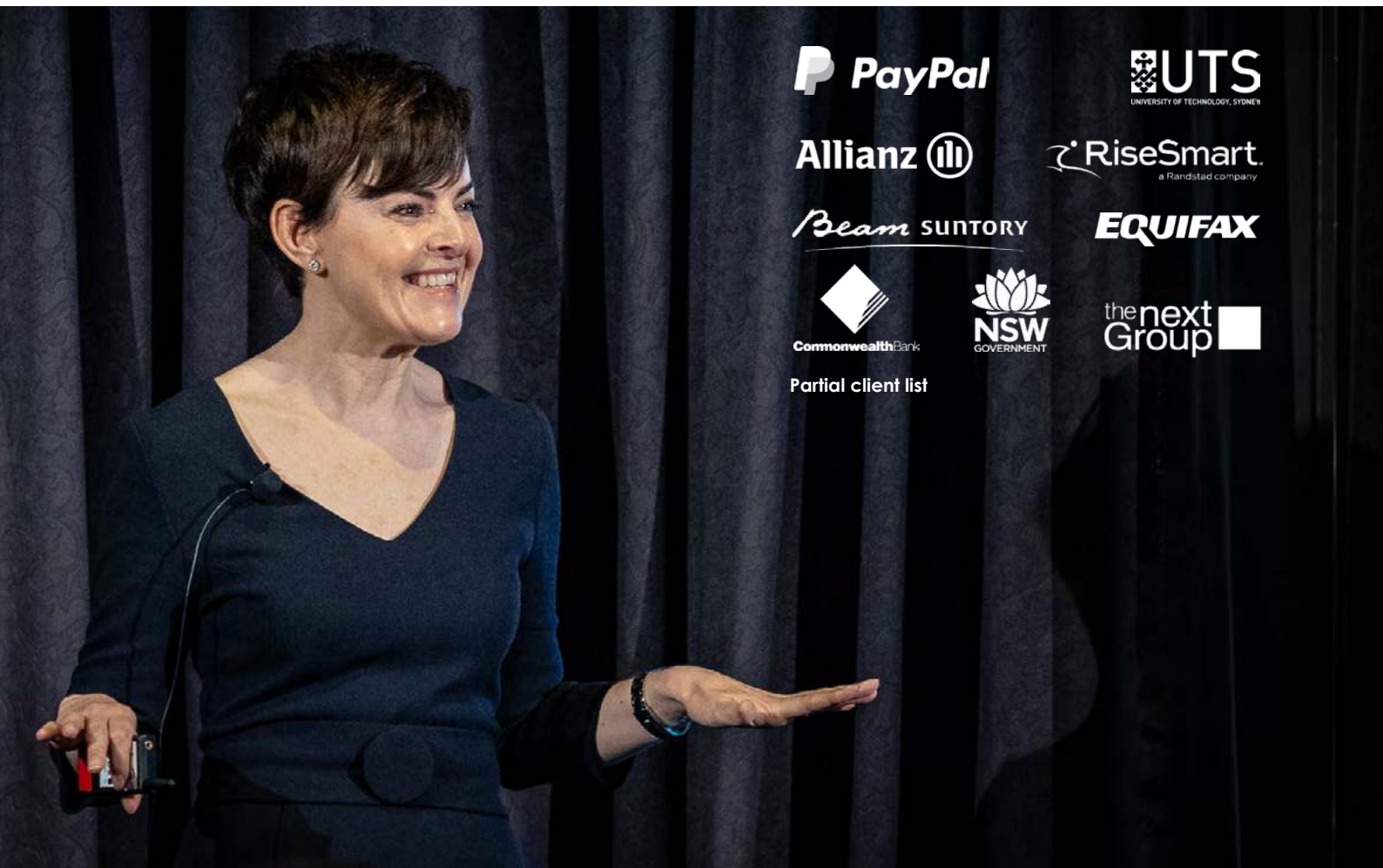
She takes her audience on an interactive journey of self-reflection, and shows them how their first impression can be the difference between doors opening, and doors closing. That people make up their minds about us and the organisations, products or services we represent, in the blink of an eye.

Revealing the four components of a professional image: appearance, behaviour, communication and digital footprint, she throws light on their role in controlling and sustaining how we are perceived.

Often considered a sensitive topic, Michaela delivers on professional image with pragmatism, playfulness, sensitivity, and just the right amount of science and research. She leaves her audience evaluating their professional imprint long after she has gone.

With her keynotes, presentations and workshops, Michaela creates a memorable experience that is interactive, fun, and thought provoking for:

- ✓ Leaders and executives
- ✓ Aspiring leaders and executives
- ✓ Entrepreneurs and start-ups
- ✓ Sales and customer-facing teams
- ✓ Associations and networking groups





POPULAR PRESENTATION TOPICS:

7 Seconds to a First Impression

It's a competitive marketplace out there. Learn how to influence the message you send to others and make a positive and memorable first impression; one that captures attention, builds trust, and sets the tone for a memorable customer experience or business relationship.

Attendees will:

- ✓ Experience and identify the psychology and science behind a first impression
- ✓ Uncover what their first impression says about them, their personality, their lifestyle, their belief system, or their core values
- ✓ Gain clarity on how their first impression impacts they way others perceive them, and the organisation, products and services they represent
- ✓ Discover the 4 components of a professional image and how they serve to enhance or diminish their reputation
- ✓ Learn ways to influence the imprint they leave in the minds of others

The ABCD of your Professional Image

This is the sum total of your professional imprint. No matter who you are, where you've come from, or where you're headed, discover how your appearance, behaviour, communication and digital footprint impact your reputation and your opportunities. Create competitive advantage, lead by example, and stand out from the crowd for all the right reasons.

Attendees will:

- ✓ Experience and identify the psychology and science behind a first impression
- ✓ Uncover what their first impression says about them, their personality, their lifestyle, their belief system, or their core values
- ✓ Discover the 4 components of a professional image and how to create a first and lasting impression that allows them to stand out for all the right reasons
- ✓ Learn how a bad first impression can affect their reputation, and their company's
- ✓ Understand the core principles that encourage others to perceive them as professional, credible, and authentic

6 Keys to Visual Credibility & Confidence

Often the first information your audience receives about you, your visual appearance is a powerful communication tool. Understand what it takes to build, embed and maintain a professional visual image that promises authentic credibility and enhances both your confidence and your impact.

Attendees will:

- ✓ Experience and identify the psychology and science behind a first impression
- ✓ Uncover what their first impression says about them, their personality, their lifestyle, their belief system, or their core values
- ✓ Learn the 6 essential components for visual credibility & confidence
- ✓ Uncover their unique style personas and what messages these styles convey to others
- ✓ Discover the psychology of colour and the impact colour has on ourselves and those around us

The Dress Code Dilemma

Policy or no policy, organisations face new and multiple challenges setting and maintaining professional dress codes standards. Understand what is appropriate for your industry, your role, and your career aspirations, and showcase you and those you represent without distractions.

Attendees will:

- ✓ Experience and identify the psychology and science behind a first impression
- ✓ Uncover what their first impression says about them, their personality, their lifestyle, their belief system, or their core values
- ✓ Uncover their unique personal style preferences and what messages these styles send to others
- ✓ Learn the 5-level dress-code, from Boardroom to Baseline Casual
- ✓ Learn how to strike the balance between authenticity, appropriateness and consistency



BENEFITS FOR ORGANISATIONS AND EMPLOYEES

- ✓ A positive first impression translates to a positive customer experience, brand loyalty and increased sales
- ✓ A positive professional image is a strong differentiator and creates competitive advantage for both individuals, team and organisations
- ✓ Consistency between employee and employer brands reinforces a corporate image and culture and builds trust and credibility amongst customers
- ✓ Employee and employer brand alignment opens doors to employee development, opportunities and promotion
- ✓ Authentic self-presentation increases personal effectiveness, productivity, motivation and wellbeing
- ✓ A strong and authentic professional identity increases confidence, influence, credibility, impact
- ✓ Leaders who walk-the-talk attract the best talent and become leaders others want to follow
- ✓ A purposeful and strategic professional image increases an individual's monetary value



EQUIFAX®

“Michaela empowers individuals to take control of their first impression and be more conscious and deliberate about their personal brand. In times where we are inundated by information and need to make quick decisions, she cuts through issues to extract the most pertinent changes we can make to be more successful.”

Danica Burns, HR Business Partner