



Michaela Betchley

executive image consulting

IMAGE CONSULTANT · EXECUTIVE COACH · SPEAKER

passionate · engaging · thought provoking ·
with a dash of mischief



SPEAKER ONE SHEET | MICHAELA BETCHLEY

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'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.

Michaela speaks to:

- 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
- The ABCD of your Professional Image
- 6 Keys to Visual Credibility & Confidence
- The Dress Code Dilemma



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

John Baker, Group Managing Director, The Next Group

"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, UTS

