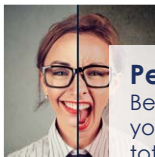


THE 6 KEYS TO VISUAL CREDIBILITY & CONFIDENCE

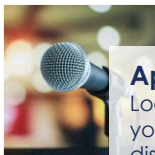
with Michaela Betchley



Personality

Being authentic and true to self. Nothing about your appearance is phony or deceiving. You are totally at ease.

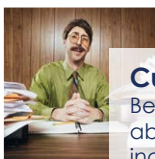
- Who am I?
- Where am I going?
- How do I confidently express it?
- Image from the inside out



Appropriateness

Looking like you belong, like you know what you're doing. Nothing about your appearance is distracting or out of place. Building trust with your audience.

- What are your industry keywords?
- What is your industry & employer dress code?
- What is the occasion & audience?
- What is your message & story?
- What is the geography & region?
- What is the season & weather?



Currency

Being current from a styling perspective. Nothing about your appearance is outdated or incongruent with your goals.

- Is your clothing current?
- Does it reflect where you are today?
- Does it reflect who you are today?
- Is it aligned to your intentions & goals?



Physicality

Having a confident body image. Accepting and embracing the body you were born with, because confidence is your best designer.

- Does your clothing fit correctly?
- Are you dressing the body you have today?
- Are you accentuating your best features?
- Are you successfully disguising anything that reduces your confidence?



Quality

Investing as much as you can afford in your wardrobe, and therefore, self. That investment and quality is aligned to where you are, where you're heading, and the products, services and brand you represent.

- The design, construction & fabric of your clothing
- Considering cost-per-wear
- Shopping Cheap | Expensive | Smart
- When is it time for made-to-measure / bespoke clothing?



Grooming

Personal grooming is regularly and well maintained and invites interaction. Nothing about your appearance is distracting or unpleasant:

- Hair | Make-up | Nails | Skin | Teeth | Breath | Body Odours | Fragrance
- Prioritizing your physical health
- Wardrobe maintenance & repair
- Grooming routines & scheduling



Michaela Betchley
executive image consulting

Your image tells a story; what's yours?

In today's crowded marketplace, where skills and experience are assumed, your professional image can be a powerful differentiator and competitive advantage. Using a combination of state-of-the-art tools and techniques, I invite leaders to think deliberately and strategically about their professional image; to boldly define, project and sustain a purposeful image that stands out from the crowd, for all the right reasons!

Michaela Betchley Executive Image Consulting offers one-on-one image consulting, executive coaching, professional image workshops, presentations and keynotes.

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