



# Your Professional Image

## Your Professional Image Personal marketing strategies for business success!

**Your professional image** is a set of characteristics judged by your colleagues, peers and clients.

Spending time investing in this essential business strategy will give you a competitive advantage over others who fail to realise the power of a positive image. Having the confidence to stand out in the crowd and put yourself forward is a great asset in building long-term personal and professional relationships.

**Paula Smith** our Training Director has been involved in training and developing people for over 20 years in personal and professional development. Her personal development school was the largest in the country and many of her programmes were nationally accredited. Paula has trained thousands of business people and school students over the years to put their best foot forward to achieve success.

Her passion is to help individuals strive to reach their full potential and has an active interest in Women in Business and work/life balance.

### The professional image workshop will cover:

- What is a professional image?
- Your image and business success
- Networking as a tool
- Going that extra mile to build long-term relationships
- Personal branding
- Feeling confident to put yourself forward



Presentation Skills, Customer Service, Training and Assessment, Communication, Frontline Management are just some of the other soft skill programmes Studio West can deliver for you.

Visit our website or phone us personally so we can help you with your training solutions.

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