

# STYLE ~ LIBERATION

IMAGE CONSULTANCY & TRAINING

INDIVIDUAL

S~L

# Show your best self.

Presentation matters more than we realise. The way your staff speak, act and dress reflects back on your organisation. When staff project consistent confidence and professionalism, your reputation is enhanced in the eyes of your clients and partners. They see your brand as one to trust.

Personal presentation also shapes corporate culture. When staff choose to meet a professional standard, they're transformed from the outside in. They become more engaged. They expect more from each other, and from themselves.

However, for many managers, developing standards for personal presentation is a vexed area. Motivating people to change their behaviour is even more of a challenge.

That's where Style Liberation can help. As an experienced image consultant, I draw out the standards of presentation that express your organisation's character. I don't stop there. I also equip you with the tools and tailored messaging to bring your staff along with you, from our first consultation to the final workshop.

*The impact of our work together — your staff express the company brand in every encounter.*

hi.

*I'm Fiona Keary, image consultant and founder of Style Liberation.*



I help organisations and individuals define their sense of style. I've worked with clients from KPMG, the ANU, Beyond Bank and Canberra Airport, to one-person start-ups. For every client, I bring insights on the latest trends in corporate attire, and the enduring principles of professional etiquette. Just as importantly, I know how to make these insights relevant to the modern workplace.

Before Style Liberation, I worked in the corporate sectors in London and Canberra. I've seen first-hand how many professionals wrestle with those essential questions: how do you dress to project a confident, corporate edge? How do you balance a personal style with the expectations around your role? I've also seen how simple changes in how we present can elevate a person's whole outlook. My clients lift their confidence, impact and presence just by enhancing their image.

For every client, I design guidance on an approach to presentation that's natural, practical, and shows them to their best.

## Services

- + *Team Branding Consultations*
- + *Workshops*
- + *One-on-one Style Consultations*

## GROUP WORKSHOPS

### *Personal presentation for professional impact (general staff)*

Do your staff reflect the right image in how they speak, act and dress? In the opening moments of that crucial first meeting, what impression do staff leave of themselves, and of your organisation?

Through a tailored workshop, your staff will learn how to carry themselves with confidence. Whether they're serving customers at your office, or attending a networking evening, they'll come away understanding how to impress and engage, through the way they present themselves.

This workshop can be customised for all staff as a refresher course, or for new recruits to set the scene.

*We will cover topics including:*

- + creating and maintaining a positive impression
- + navigating the dress code, from smart casual to formal
- + using body language to convey confidence and build rapport
- + the finishing touches — accessories, grooming and polish.

*“I needed help bringing my wardrobe up to scratch for a professional casual environment. I wanted to take the hassle out of what I needed to wear to the dreaded smart casual work/professional functions.*

*Key benefit is that I don't need to worry about clothes anymore.*

**DARRYN BARNES, DIRECTOR, HAMILTON BROKERS**

### *Personal presentation for professional impact (executive level)*

*What does a leader look like?*

Leadership is most effective when it's seen and recognised by everyone you seek to influence. The character you convey sets the tone for your interactions, with staff, clients and stakeholders.

Leaders sometimes grapple with these questions. What image do you want to project, for yourself, and for your company? Should you dress to stand out from the crowd, or blend in with your peers?

My customised workshop for executive staff will answer these questions, and any other facet of style that you request.

*Typical topics include:*

- + using body language to convey confidence and build rapport
- + dressing to command respect
- + creating positive engagement in brief encounters
- + maintaining a polished appearance when time is short.

*“Fiona provided expert advice on how to create a lasting impression with a client and used fun and interactive tools to engage the group.”*

**JADE PUGLISI, RECRUITMENT  
MANAGER, KPMG**

## *Professional etiquette*

Professional etiquette is often seen as a minefield — but it doesn't have to be. There are only a handful of definite do's and don'ts. What's far more important and useful to understand are the essential behaviours. Build positive professional relationships by demonstrating courtesy and respect.

In this workshop, we'll unpack those essentials of etiquette. Your staff will discover how to create and maintain the personal rapport that underpins successful business relationships.

*This workshop will cover:*

- + greetings: in person, by phone and email
- + body language to convey confidence and build rapport
- + progressing relationships: knowing when a connection is ready to move forward
- + maintaining relationships: following-up and checking in
- + work functions: ice-breakers, responsible consumption, putting yourself and others at ease
- + social media etiquette: balancing being engaging with behaving professionally.

***“Fiona has a great presentation style and a wealth of experience which she is always happy to share. Every time she presents, the participants want to spend more time with her to find out how to make changes to their wardrobe.”***

**LOUISE CARTER, PERFORMANCE PARTNERSHIPS**

## *Staff profiles: styling and photography*

When so much of our work happens online, your client's first impression of a staff member is only rarely formed in a face-to-face meeting. More often, it'll be seeing their LinkedIn profile, in pre-meeting research, or staff profiles on your company website.

That's why strong photography is essential for establishing credibility right from first contact. Staff photos are just too important to be left up to your staff.

My photography service arranges everything you need to get professional photos for your team. We take your staff from every-day work wear through to photo-ready styling. All you need to do is arrange your staff's availability, and we'll take it from there.

*Our process:*

1. We have an initial consultation to confirm the style you'd like for your team.
2. We arrange hair, styling and makeup (optional).
3. Our photographer takes at least two shots of every staff member, so you can choose the best one.

# DESIGNING YOUR DRESS CODE

## *Why does your company need a dress code?*

For many managers that I talk to, their first answer is ‘maintaining consistent standards.’ When your staff dress in a riot of different colours and styles, maintaining a credible brand becomes an uphill battle. A corporate dress code is vital to define what’s acceptable to wear to work.

The benefits of a dress code don’t end there. For many managers, questions of work attire are subjective and deeply sensitive. Before you go in for a conversation with a staff member about what’s appropriate to wear, you want an external reference point: a dress code as a touchstone to guide the conversation.

When you engage Style Liberation to design your dress code, you gain access to my insights on the psychology of personal presentation, and my experience in drawing out your unique requirements. What makes Style Liberation different is how I engage your staff right throughout the process. The result: they’re far more likely to integrate the code into their daily choices on what to wear.

## *The process*

1. I meet with your senior stakeholders to understand your brand and goals, and to learn about the dynamics in your organisation.
2. I run a facilitated workshop with your staff to shape a conversation leading to minimum standards.
3. I document the dress code in collaboration with you.
4. Together, we create a plan for communicating the new dress code to your staff, and embedding that in your practice.

*“From the first time I met Fiona I felt comfortable with her. She has a wonderful way of encouraging and supporting people to be their best. It can be quite uncomfortable having someone go through your wardrobe but she made it an exciting adventure”*

**JO TREGEAR,  
ACHIEVING RESULTS**

## INDIVIDUAL CONSULTATIONS

I also work one-on-one with people to help them present their best selves. You can choose one of these services as a stand-alone option, or combine services for complete guidance.

### *1. Discovering your style*

Everyone can look and feel fabulous. It's just a matter of finding clothes that bring out your best qualities. Why force yourself into fitting someone else's image?

Through one-on-one conversations, I'll spend time getting to know you: your lifestyle, what you like and what you feel comfortable in. Whether you want to focus on colour or style, we'll create practical suggestions, with personalised guidance. You'll come away confident in choosing outfits that are perfect for you.

### *2. Wardrobe rescue*

Every morning, do you face a wardrobe that's packed to the brim, but with nothing to wear? Your wardrobe may harbour some hidden gems, but they're buried under impulse buys and old jumpers. Maybe your career and lifestyle have changed to the point where old outfits won't suit where you want to go.

My goal for you is a wardrobe with new and exciting ensembles, so you have an outfit for every occasion at a moment's notice. The wardrobe rescue begins with understanding your lifestyle and needs. Together, we'll agree on what items aren't working, and what can stay. Then, we identify gaps and create a shopping list to suit your budget and new look.

### *3. Presentation for your next promotion*

We know the saying, 'Dress for the job you want, not the job you have.' You've seen colleagues who dress with unmistakable style, and carry themselves with confidence. When a new role opens up, they're seen as the natural candidate.

Now it's your turn. I'll show you the secrets to presenting the best of yourself. We'll cover dressing with style. And we'll go deeper than that. We'll cover the simple strategies you can use to project the credibility and competence to carry you into the next stage of your career.

### *4. Style coaching*

You know that presentation is important. So often, though, it's easy to get confused amid dress codes, new trends and personal taste. How do you find a way to dress in a way that feels natural and authentic, while staying on top of what your job demands?

I've helped more than 400 people answer exactly that question with my friendly, practical advice. Sometimes, one conversation is all you'll need to feel on the right track. Or you may want someone who can walk with you, working through dress, grooming etiquette — all the facets of presenting well at work.

### *5. Personal shopping*

This may surprise you: shopping for clothes doesn't have to be a headache. I stay up-to-date on which shops have the best range, and who's doing sales. That means that with my help, we'll cut a path straight to a selection of clothes that suit you down to the ground. You'll come away with pieces you can mix and match, so you always look good and feel great.

## CLIENTS

we deliver

griffinlegal.

Beyond Bank  
AUSTRALIA

CANBERRA  
AIRPORT

KPMG

 Australian  
National  
University

“I am pleased to recommend the services of Style Liberation for commercial businesses and professionals.

*Style Liberation's Fiona Keary meticulously researched Griffin Legal's brand strategy (sophisticated, professional and contemporary) and translated this strategy to our team's corporate appearance and presentation.*

*Importantly, Fiona engaged, involved and motivated our staff to ensure that her involvement with our company was meaningful and effective at all company levels.*

*Style Liberation's quality materials and presentation delivered a tailored strategy for Griffin Legal rather than a 'one size fits all' approach.*

LISA BARLIN, PARTNER, GRIFFIN LEGAL

“KPMG engaged Fiona to assist us in delivering a very important message about professional impressions to our new graduates, for which many, this was their first professional job.

*Fiona provided expert advice on how to create a lasting impression with a client and used fun and interactive tools to engage the group. Fiona was engaging, enthusiastic and full of great ideas and tips that are sometimes difficult for employers to deliver.*

*Using Fiona's expertise and third party perspective gave the message added credibility, which was great. We will be using Fiona's knowledge and services again!!*

JADE PUGLISI, RECRUITMENT MANAGER, KPMG

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