

Jon-Michail is the CEO of *Image Group International*, an internationally recognised and acclaimed consultancy and coaching organisation that takes a plain non-achieving Jane, Jim or business and turns them into capable, competent immaculately impeccable can-do individuals and businesses. He talks to us about his views on transforming yourself or your business into dynamic powerhouses, and we meet a client who has gone from the average to 'made-it'!

# Beauty is Power

By Eva Rockman

“The best way to describe success is to think of it this way – attitude! That doesn’t mean being smart or sassy or even cute. It means everything stems from that inner source that you portray to the outside world. That source is either ugly or full of beauty. The whole really is comprised of the parts – and each part has to be attended to, nurtured and developed to be attractive and therefore attract possibilities to you,” Jon says.

Jon has had a myriad of success stories stemming from his coaching group, not the least of which is his own. His business has grown from a small consultancy agency looking after only a few clients to an international, award winning organisation enhancing the imaging and branding of many famous people in Australia and abroad including renowned companies such as *Hewlett Packard, IBM, SMS and Singapore Airlines*.

And that’s something to be proud of, but Jon is passionate that image, branding and make-overs are much more than a new suit, swanky office fit-out or new logo. For *Image Group International*, it’s all about starting from the inside. “Compare your idea of attitude to life as being similar to a virus,” Jon says. “We all know what damage and destruction a computer virus can do and so it is with personal health viruses.

“We need to eradicate the virus, and clean it up to replenish the space (our minds) with ideas of abundance, positivism, innovation, holistic regeneration and progress.” Jon explains. “Our mind is pure until we attract a virus – that can be brought in

from anywhere. It can be parental ‘chatter’ in our minds from an early age, attitudes from school, church, media or friends.

“Once we let it in, our attitudes are a result. If the tapes and chatter are positive and productive, so will our attitude be.” Jon’s approach is not only unique in his philosophy, but in his experience as well. He believes one of the reasons for his outstanding success is that as an image consultant, he is also armed with the ‘insider’ knowledge of psychotherapy and inner and outer workings of the human psyche.

John Grundy, a HR Expert and Business Coach in Melbourne is one of Jon’s clients and has this to say. “My consultancy business was going okay, but it really wasn’t heading anywhere special. I worked from home and my image said just that. It wasn’t dynamic or powerful enough to attract anything bigger. But Jon soon sorted me out and I’ve gone from being a one man scenario in an office at home earning just over \$100k per year, to being a consultancy agency with almost triple the turnover.

Jon is always looking at a picture bigger than your current canvas. It’s not just about having the right tie to go with the right suit. It’s about a total package – a total holistic brand image that says from the inside out, ‘no poisons, viruses or short sighted destructive forces here! It’s beauty and power from the inside out and congruent from the outside-in. *Image Group International* calls this *Authentic Image Management™ (AIM™)* based on a real-world approach.

