

DYNAMIC BRANDING



Jon-Michail

BUSINESS IMAGE ESSENTIALS

- Your organisation's business style is often revealed by your employee's style, quality of dress and/or appearance. Does your team qualify?
- Hairstyle—keep up to date, clean and polished.
- Jewellery—less is more! Keep it simple.
- Maintain eye-contact as much as 90 percent of the time—it builds trust, respect and rapport.
- As an ambassador of your business your overall personal presentation is essential in supporting your business's corporate brand. Take an honest look at yourself and decide now: do I want to become a world-class professional business? If yes, hire a professional if required and ... just do it!

BRANDING IRON:

You need a brand as much as your company does

What you see is what you get. It's a catch phrase we hear often enough but have you ever thought about what it means in relation to you and your business?

Jon-Michail, award winning image coach and founder of Image Group International, recommends that business owners should establish themselves as a brand if they want to make their company successful. He says that everything about you—your communication style, the way you present, your relationship skills—plays a major role in your overall success.

If the impression you give is not consistent with your product or service you are putting your business at risk.

Jon-Michail draws on Virgin's Richard Branson as a classic example of a successful human brand. While we can't all be Richard Branson's, we can learn from his example. "He presents an image of being a true entrepreneur not afraid to blow his own horn to create demand for his wares."

"Business is all about relationships—people liking you, trusting you and having faith that you are going to deliver. No matter what your business is, your customers have to buy you first, before they buy your product or service," he says.

For example, if you are selling a product or service that is ground breaking or cutting edge, then the image you project needs to be congruent. "You need to present everything in a similar manner. No point saying you have the best when you don't also look your best. You must be congruent in the visual as well as the verbal message, that way you will be perceived as authentic."

As an image coach, Jon-Michail believes we all inherently have the tools to achieve this but often need the support of an accredited coach to bring them out. And while people can get books and teach themselves the basic principles, he says the reality is most are not disciplined or motivated enough to do it on their own.

Seeking the help of a professional image manager is a good start to improving the way we market ourselves. They will offer independent advice on the steps needed to achieve the success you desire, without any emotional attachment.

To help build a successful business brand, starting with yourself, call Image Group International on (03) 9820 4449 or email Jon-Michail at jonmichail@imagegroup.com.au

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