

# IMAGE *Update*

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## Economic Decline A Boom for Image Advisors

Jon Michail, AICI

Developing your image during good times is an insurance policy for when the inevitable down times arrive. And make no mistake, they do arrive. The consciously aware know this too well and so are always planning ahead, being pro-active. However the majority are in the inexcusable position of mainly reacting and thus this is one of the major reasons that the coming world economic decline will offer many opportunities for professionals in the image industry and other related "feel good" vocations.

We know from history in times of crisis, people and their corporations look for short term, quick fix solutions to their problems. Be it a career or employment crisis, a business uncertainty or a personal separation, Image Advisors provide many practical solutions that support people and business in a micro and macro manner.

Let me explain! Large corporations, government institutions and associations mainly depend on building their macro image being their corporate logo, media communications and/or advertising.

Medium to smaller businesses on the other hand depend a lot more on the softer skills of micro imaging; building personal relationships through their people. Although the macro imaging of the larger groups are very important, the smaller organizations should be using their people, the human element to grow their business and profile.

So in a sense major advisers are in the winning position to offer many "micro" solutions that can be implemented instantly. From the basics of non-verbal communication including grooming and corporate wardrobing to the more consuming of verbal communication and presentation techniques.

These skills naturally are also aligned to the larger organizations and normally would be expected to be in operation.

However in my experience many corporations large or small have not implemented them for many reasons.

At times they may have been viewed with cynicism and priority. At other times they may have simply been placed in the "bot-

tom" drawer. It is my belief that this view is gone forever.

Why? Simply for some of the earlier reasons mentioned in this article.

The economic decline!

We are entering a new phase in world history where the competition will be at its most fierce. This is exactly the reason people and business will be searching for the cutting edge.

Image advisers are a natural ally to provide the many solutions required on how to attain the necessary advantage, psychological or otherwise. Your ultimate survival and prosperity may depend on it.



*Jon-Michail is President of Image Group International, Image Adviser and International Vice President of the Association of Image Consultants International (AICI)*