



THE MAD MINUTE

with **JON-MICHAEL**

Image consultant



CEO of Image Group International, Jon-Michail transforms people's images through their dress, manner and appearance. His clients include high-profile celebrities and politicians as well as ordinary people who want to improve their personal presentation.

Q. Is image important in today's world?

A. Basically, it is everything. As we know, the most important aspect of a human being is what's on the inside. But how many people do you know who are beautiful on the inside and don't get the jobs or relationships they want? It is because they are not aware of the power of presentation and what effect it can have on their lives.

Q. Do clothes maketh the man or woman?

A. Clothes should be regarded as the package of the beautiful human being on the inside. They are very important. For example, take a packet of Corn Flakes on a supermarket shelf. People pick up the packet that has the most colourful, vibrant packaging. The packet that may be just as good quality is left behind because of the packaging. Human beings are exactly the same thing.

Q. What are the key elements of presenting a good image?

A. It is all about non-verbal communication. Although verbal communication is important, non-verbal communication has the biggest impact. When it comes to image, how you look is rated at 55 per cent, how you express yourself at 38 per cent and lastly what you say at 7 per cent. So 93 per cent of a good image is non-verbal. Politicians discovered this a long time ago!

Q. What kind of clients do you have?

A. Our speciality is the executive market. I have a reputation for attracting high-profile people. At times, I am called the celebrity coach. My company just happens to attract the winners in life. In the past two years I have done celebrities, sportsmen and politicians. Our client mix is very broad.

Q. Do you believe a change in someone's image will change their lives?

A. Yes, we are a catalyst for change. We have 25 psychologists working for us and they often say to me that while they change the inside of a person, we change the outside. We don't do a total transformation, but we are an important catalyst.

Q. What is an example of a high-profile person with a great image?

A. The most powerful image politically has to have been Paul Keating. From a presentation point of view, he was stylish. Ian Thorpe also presents well. He is a natural and people are attracted to his honesty and integrity.