

# MEDIA KIT



IMAGE GROUP  
INTERNATIONAL™

# JON MICHAIL

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IMAGE MAKER



IMAGE GROUP  
INTERNATIONAL™

"In the first 5 seconds your image influences the people you meet," says Jon-Michail, Group CEO and Founder of Image Group International.

Image Group International (IGI) is a global team of practical, digitally savvy personal brand image strategists committed to maximising your impact, influence and value in the ever-changing global business world.

An award-winning image and personal branding pioneer established in 1989, Image Group International is recognised as Australasia's leading personal brand image advisory with representative offices in New Zealand, Southeast Asia, the UK and the USA.

IGI supports individuals and business to grow and monetise their personal and corporate brands in order to maximise their business, career and personal success.

Image Group International is the ONLY image consultancy in the world that aims to be evidence-based. Our advice is based on independent research in combination with our hands-on practitioner expertise. We advise our clients on real world problems and our solutions are backed by facts, not ego-based opinions.

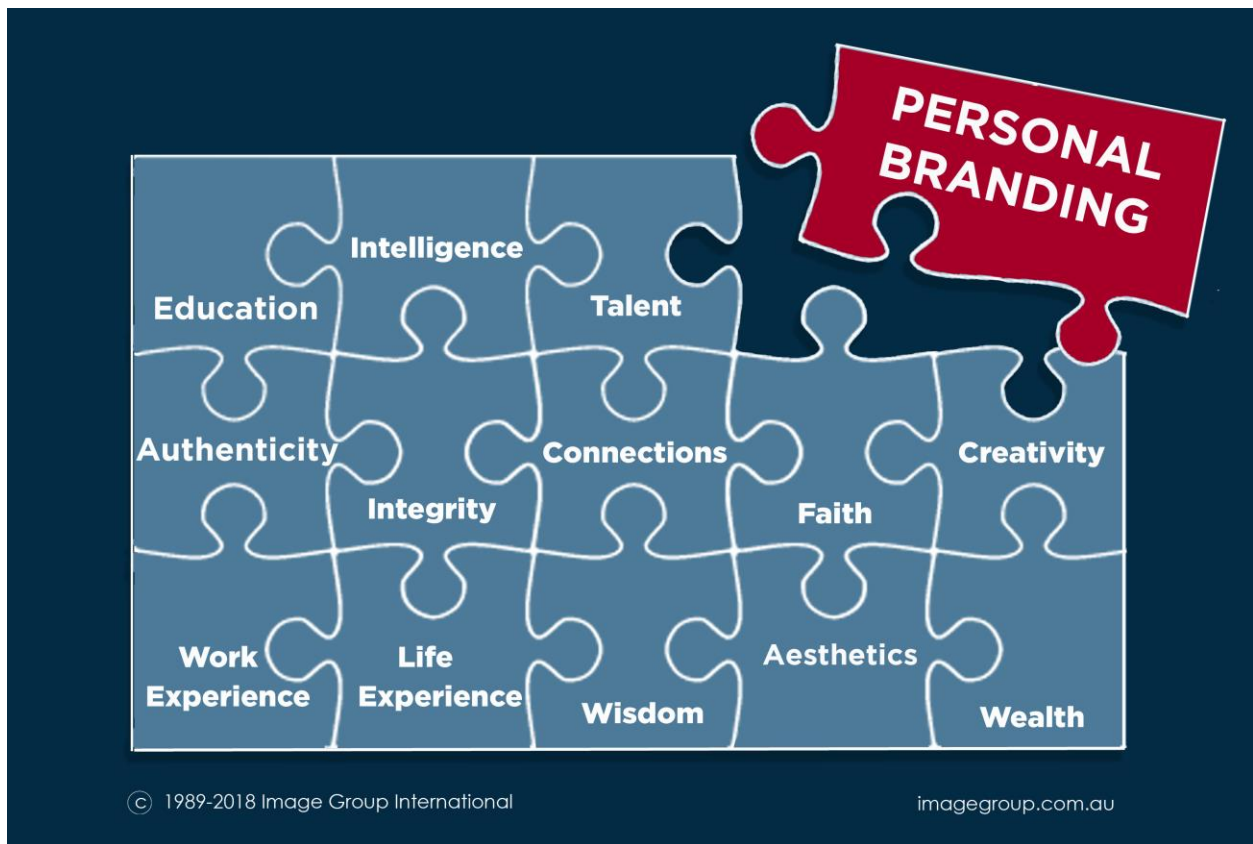
We've been helping leaders and their teams (over 118,000 to date via our seminars and workshops) make a sustainable difference by providing strategic and contrarian ideas and tools to be effective in their personal and business lives.

**Everyone has expectations for their future...**  
**And success means different things to different people**  
**Some are happy to live from day to day. Others - like yourself - want much more.**  
**You think bigger.** You want to move faster. You want to go further.  
**You're determined to achieve something extraordinary.**

IGI designs different programs that take the natural abilities and personalities of both men and women and complements them with the professional brand image that others respect and admire. IGI offers leading edge programs on personal impact, appearance management, communications skills, public speaking, cross-cultural protocol and etiquette, corporate branding and career development.

They have offered services to many large-scale clients over the years, some of which include, Qantas, BHP, Fosters, ANZ, NAB, Australia Post, Oracle, Honda Australia and Rio Tinto. Some of its international clients include, Merrill Lynch, IBM, Goldman Sachs, Singapore Airlines, Dell and Hewlett Packard.

In addition to the business world, IGI also works with other high profile individuals including elite athletes, media personalities, authors, musicians, actors and politicians by positioning their personal brand to be congruent.



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**ONE-ON-ONE COACHING | GROUP WORKSHOPS, SEMINARS AND EVENTS | TRAINING**



**Personal Branding** - Integrating Digital and Offline. The IGI Coaching Programs introduce you into the world of personal brand image management and show you how to use your possibilities for career, business and personal success.



**Image Consulting** - The Seven Aspects of Authentic Image Management™ (AIM™) include verbal and non-verbal communication skills, body language, colour psychology, protocol and etiquette, inner image, grooming principles and wardrobe strategies. Image Group International supports you and your workplace by designing different programs that take the natural abilities and personalities of both men and women and complements them with the professional image that others respect and look up to.

Are you looking to create positive change in your personal life? Looking to move forward with your relationships, your career, improve your finances or simply to develop as a person? We can provide you with the tools you will need to improve your self-image. As per your brief (goals and objectives), we will consult with you and develop your Personal Image Impact Plan based on the Authentic Image Management™ (AIM™) model.



**Reputation Management** - Reputrak 360™ - The IGI Reputation Management System™ is a patented software program with real person offline support to build, develop and maintain an individual's or business's reputation.



## Transformational Makeovers – The Fun Stuff!



**“Love it or hate it.**

We live in an image conscious world -  
and your visual Personal Branding  
matters... a lot!”

– JON MICHAEL





Some speakers inspire.  
Others teach. Some entertain.  
Jon Michail does all three  
.... plus *provokes ACTION.*

- Australasia's Leading Image Consultant
- Founder & CEO of Image Group International
- Internationally Acclaimed Personal Brand / Image Advisor
- Award-Winning Designer, Author and Serial Entrepreneur



Jon-Michail, founder and Group CEO of Image Group International is also a past winner of the prestigious **International Image-Maker of the Year (USA) Award** (the only Australian to have won this award to date) and winner of the Hong Kong Bank Business Award for export services, along with many other business and marketing achievements. Jon is also the author of the bestselling book "Life Branding" (Brolga Publishing / Pan MacMillan) and he is regarded worldwide as the image advisor's advisor.

As a past award winning designer with Christian Dior, he further studied the International Business Management Development Program at Monash University, Australia and Media Relations at RMIT University, Australia.

Jon Michail is:

- Fellow of the Australian Institute of Management (AIM)
- Fellow of Leadership Victoria

His recent history includes sitting on numerous boards including:

- AFL Coaches Association (AFLCA)
- The African Think Tank (not-for-profit)
- The Whitelion Leadership Council (not-for-profit)
- The Life Education – Chairman's Circle (not-for-profit)
- Ambassador – Asia Literacy (Australian Government not-for-profit initiative)
- Mentor – Youth in Philanthropy Program – Melbourne High School & Camberwell Grammar School (not-for-profit)



Jon-Michail is a great person for comments on the below topics as he isn't afraid to tell it like it is. He has over 29 years' experience within the personal branding, image and coaching industry as well as media.

### **Business**

#### **The World is Changing, are You?**

- Image Builds Business
- Image Management in a Challenging Economic Climate
- The Relationship between Leadership and Image
- Business Success, Wealth Creation and Image
- Why Image Impact is Essential to Business
- What does Your Personal Brand Say About You?
- You are Now a Product – Sell Yourself!
- Personal Branding Online: The Future of Reputation Management.
- The Power of Social Media for Your Career and Business
- Protocol & Etiquette in Business – Changing Times
- Millennials, Casualisation, Workplace Branding – and the Challenges Ahead
- Politics and Image - The Biggest Stage of All
- Women's Power & Leadership Branding
- Disrupt Your Personal Brand Before It's Disrupted for You

### **Personal**

#### **How Much is Your Personal Brand Costing You?**

- Why Mindset Shift is the First Step to Maximising your Value
- How to Position Your Image in a Challenging Employment Environment
- The Power of Personal Appearance
- How to Dress for Failure
- Visual Communication, You are the Message
- Body Language – The Science of Reading People
- Where Have the Manners Gone?
- The Relationship between Personal Branding and Personal and Professional Success
- How to Increase Your Personal Value Including Financial
- Networking - How to Work a Room Like A Pro!
- Women's Power & Personal Branding – The Real-World Practical Approach to Increasing Your Influence, Impact and Personal Value
- Relationships in the Workplace – the Merging of Business and Personal
- Launching and Positioning Your Personal Brand Online
- Considering a Career in Image Management:
  - Become an Image Consultant – (Train the Trainer)
  - A New Career Launch – Work Anywhere Around the World

*"IGI helped myself and one of my female staff streamline our professional appearance and eliminate distractive elements. It was fantastic to work with Jon Michail who was honest, critical, and yet kind. His words stay with me every time I give a public appearance – which is 50 to 100 times a year!."*

**Dr Sarah Cullen**, Managing Director, Cullen Group, Australia

**THE CULLENGROUP**

*"I want to express my appreciation for your help in making the IBM Leadership Symposium a success. I think the passionate presentation you made about the benefits of building our personal image which will help us persevere in such a challenging corporate world made a tremendous impression. Your inspiring words, which were combined so wonderfully with practical advice on how to, made all of us realise it is definitely a worthwhile investment in ourselves and is worth its difficulties."*

**Anita Shanmugam**  
Director  
– IBM Leadership Symposium, South East Asia



*"Over the years I have sought professional help of various persuasions including media management, presentation skills, and image consulting. Jon Michail transformed me in the area of supporting and empowering of people to understand the "street smarts" behind the reason for and the power behind personal brand and perception management. That changes conditioned mind has helped me stand out from all my colleagues."*

**Neale Daniher**  
Past Champion Football Player and AFL Senior Coach of Melbourne FC, Australia



*"Excellent presentation, very insightful and entertaining."*

**Suzanne Cuthbertson**  
Director - PwC



*"Jon Michail was the highlight of our conference – from a skeptic; I am now a committed advocate."*

**Lim Gaik Bee**  
Group Training Manager  
– Dell Malaysia



*"As a company with over \$200m in revenue and 1200 employees it became increasingly difficult to get the image message through to all our employees. I sought help from image consultants and over the years several were engaged but whilst they may have known their stuff, their ability to influence the employees to any lasting degree was very limited if it was there at all. It is in this area of helping people to understand the reason for and the power behind "image", thereby permanently changing entrenched mind sets, that stands Jon Michail apart from his peers."*

**Lloyd Roberts**  
Founder  
– SMS Management & Technology



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PARIS



HARVARD  
UNIVERSITY



PITCHER PARTNERS  
ADVISORS PROPRIETARY LIMITED

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LVMH  
MOËT HENNESSY • LOUIS VUITTON



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