

The Interview and beyond...

IMAGE WORKSHOP SERIES



Parents and students consider a **high job placement rate** to be important criteria for their choice of a university.

We have found...

- Students are not aware of the importance and impact that their appearance, behavior and communication has on their professional success and it is difficult to get them to see it.
- Career development departments are covering all the bases with the exception of an image component to their services. They strongly recognize how much their students need it yet are struggling to implement it.
- Your business partners are having constant struggles with candidates who don't spend enough time thinking about how they are presenting themselves in interviews. In addition, once they hire, new recruits are unaware of how their appearance affects them in the workplace with regards to profitability and advancement.

We help develop confidence
and raise credibility through
Personal Image Workshops

you
are your
own brand.



AT THE CORE

ALWAYS TRUE. ALWAYS YOU.

IMAGE WORKSHOP SERIES

Developing Confidence and Raising Credibility through Personal Image

- Understand that people form an impression about you in the first 7 seconds of meeting you. Establish the best possible impression in that 7 second window through appearance, behavior, communication and digital footprint.
- Knowing the culture and brand of the companies you're interviewing for is key. Identifying your personal image and aligning it with the company brand shows confidence and credibility.
- Building Core wardrobe basics, understanding where to invest and dressing for the interview and beyond.
- Defining Business Dress, Business Casual Dress and Dress Down in the workplace as it relates to each environment that you enter professionally.

What we have found working both in a group setting and one on one with young professionals is that when we can align their specific personal style and the company brand, an undeniable increase in confidence occurs. This ultimately will develop credibility and raise the level of professional presence. This education gives universities an advantage in placing their recruits. Beyond placement, university business partners enjoy the benefits of new hires who understand how their professional image directly relates to advancement opportunities and the bottom line.



Stop
looking
for the magic.
You are **it.**



It was through a deep rooted and organic connection of self-discovery that Sheri Cowan and Jenn Marion began collaborating to empower future professionals in the arena of personal branding. What lights up their audiences is that they experience workshops that are packed with simple solutions and best practices that offer peace of mind. With Sheri and Jenn's infectious energy their workshops are real to the core, non-judgmental and high spirited leaving individuals ready to conquer the world.

Contact us so we can assist in you being Always True. Always you.

WWW.ATTHECORESERVICE.COM



484-704-CORE

ALWAYS TRUE. ALWAYS YOU.

