

# RECRUITMENT ACADEMY PRESENTS AN EVEN BIGGER IMAGE

Candidate or company, your image or 'brand' communicates who you are, what you do and at which level. In today's fast paced business world, impressions are formed within seconds. First impressions are based almost solely on appearances but their reach inevitably extends to making judgements on character and abilities. Knowing how to manage your personal presentation is as important as any business skill on a resume, if not more so!

Image management has become essential in differentiating yourself from the crowd in a more and more savvy market. Companies allocate huge budgets to advertising and refining their profile, yet they often forget their largest single asset - their people. It is the receptionists and recruitment consultants who meet with potential clients every day. They are the effective face of your company.

Image and personal style is a 'soft' skill; it is intangible and, certainly, it is one of the most difficult characteristics to think about strategically. Yet it is one of the easiest and fastest to control. Research shows that the way you dress and groom influences over 90% of your perceived suitability to the job. Most employers also believe it reflects attitude towards your job and the company you represent.

Michael Dimopoulos, founder and Managing Director of Recruitment Academy, recognised how a polished look can open the right doors. Since the launch of Recruitment Academy in early 2006, the Academy's induction programs and training courses have incorporated an image consultant session, in association with accredited image consultant, Ronel Fourie (Bachelor degree in Economics, FLC accredited by Association of Image Consultants International & Vice-President of Education, A. I. C.I, Australia Certified and Senior

Consultant status: The Australian Image Company (T.A.I.C.).

Based on the success of these sessions, Recruitment Academy are now offering further training and coaching programs specifically developed for the recruitment industry. Ronel is available to assist companies and professionals at every level of career development. Companies can also select to add image training to their management services on a sub-contract basis.

Services include:

- Image audits to help understand, define, express and leverage the visual communication of all personnel
- Tailored keynotes or workshops for team building and development
- Dress Code Policy development and implementation - to set standards and define dress and grooming guidelines.
- Specialised one-on one consultations for Executive Impression Development
- Individual or Group Consultations with recruitment consultants and candidates
- Personal shopping assistance and styling for job interviews, industry events or media appearances

Image consulting and training is an effective way to support and strengthen your company's brand. Project an image that is appropriate, consistent and reflects your company's image.

How much is your image costing you?

To find out more about our 2 or 4 hour Image Consulting presentations, which can be facilitated at your location, please call Michael Dimopoulos at Recruitment Academy on 1300 729 249.