

**Linda Thomas AICI**  
CIP designs and delivers *"Image Awareness"* programs throughout corporate America. Linda earned the credentials of Certified Image Professional through the Association of Image Consultants International, is an award winning member of the National Speakers Association of North Texas and a published author.



## Innovative Authentic Education: The Power of Color in Your Closet, Part 1

### Rave Reviews

*"We were impressed with Linda's Image Coaching Seminars. The quality of the presentation exceeded our expectations. The lasting impact has been the awareness that Linda created among our employees."*

**Lisa Ong Dallas**  
Diversity WorkLife  
Leader  
PricewaterhouseCoopers  
LLC

*"Linda is a thoroughly knowledgeable image expert who comes across with great*

There is power in your closet and it is in the color of your clothes. All people have a physiological response to color. Assuming your closet is already filled with favorites (where every item fits you perfectly for your body as it honestly is today), look to the colors you choose to wear to give you the extra impact to achieve all your goals!

For people in business, the most effective colors are **charcoal grey** and **navy blue**. Even though spring is here and bright colors are in fashion, there is power in colors we think of as boring or just for winter. When you are dealing with money, professionals and legal matters, your clients and/or prospects want to be reassured that you are dependable, trustworthy and focused on the matters at hand. The darker the shade of every color, the more down to earth and reliable you appear. Grays project authority. Blues project trust. Darken these two colors and you can see why they are so effective when you attend a meeting to sign a contract, discuss a raise or promotion, or deal with lawyers and bankers.

On the opposite end of the spectrum, **the lighter a shade** is, the softer your impact is on others. If you are a leader on a project, in your company or an association, your purpose is not always to be in the limelight. There are times you need to gather information while NOT drawing attention to yourself. There are times you need to deliver hard news, conduct an exit interview or deal with an emotionally charged group of people. Pastel blue, soft yellows, light pinks will help you visually soothe the people you could be at odds with. These are situations when you do not wear red.

**Red** is known as "the" power color, but here is the reasoning behind that. When we see red, our blood pressure slightly raises and our brain activity increases. Wearing red is great for when you are giving a presentation and you want people

*warmth and sincerity. Our employee-based audience gave her rave reviews and were eager to learn more."*

**Stephen M. Booher**  
Senior Training  
Specialist City of Irving  
Texas

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*"Your presentation focused on our key concerns. It was great that they were addressed in such a positive way."*

**Mary Ann Sadowski**  
Firm Administrator  
Chapman, Hext & Co., P.  
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to remember what you said. When people see you in red, it helps them retain your message. That is because with their brain activity in a more heightened state when they hear and see your presentation. Red is not the color to wear if you are announcing layoffs, bad news or any message that others will find upsetting.

So many women have closets with an overabundance of **black** clothes. We think it hides our flaws and/or extra weight. It can, but black does more than that. It is a great networking color among others in leadership positions. Yet when we are with subordinates, head-to-toe black can be seen as a wall around the authority figure. This can stop the flow of open communication. People can see you as the leader (when you wear black), but may not volunteer feedback, insight or information, if they do not want to challenge you as the leader. "She can handle it," may be the attitude as others remain in the background watching you handle the hard tasks. If you are a manager and your department is not forthcoming with you, you may be overwhelming them with the black in your wardrobe. Medium shades of any other color will draw others to you when you want more interaction.

Look for part 2 of this series in the next Ezine.

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Linda Thomas AICI, CIP, Corporate Image Advisor and author of **My Closet, My Boutique: How to Organize Your Image**, designs training for companies who wish to encourage their employees to present themselves as positive, professional, and effective. For a list of programs and products, visit Powerful Appearance web site.

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