



Corporate Image Advisor
Linda Thomas AICI CIP



Case Study: Powerful Appearance Gives the City of Irving Employees Insight on the Impact of Color in the Workplace

The Client



Founded in 1903, the **City of Irving** has a population of nearly 200,000. Though most know Irving as the current home of the Dallas Cowboys, the thriving business community of Las Colinas and the University of Dallas are also located within its city limits.

The Opportunity

Ms. Linda Thomas delivered a 45-minute program titled “Defining Your Image by Color and Design”. The program was filmed before City Of Irving employees and the local Irving Cable channel (Irving Community Television Network).

Stephen Booher, a Senior Training Specialist for the City of Irving, previously heard Linda speak at La Cima Club and was delightfully surprised with the quality of the presentation. He subsequently lobbied for Linda's presentation to be included in a TGIF series for city employees. She was one of six speakers to address pertinent workplace issues. To further promote Linda's presentation to City employees, Stephen designed a window display of out-dated clothes from past decades.

Issues

*The City of Irving has a Business Casual dress code, but over time, employees have become more and more relaxed with the standards.

*In general, City employees were dressing in a much too casual manner. They did not understand the ramifications for the City's image or for their respective careers. Further, on casual Fridays, some employees were coming to work in clothes more appropriate for yardwork.



The objectives for the program included:

- Marketing the individual for career goals
- Dressing for credibility
- Dressing appropriately within the business casual framework
- Considering how citizens view City employees as individuals and as a governmental entity
- Realizing how peers view each other in the workplace
- Creating a more positive image for the individual
- Encouraging an individual to dress in a manner that appears most flattering to his or her current body type, rather than the body which he or her hopes to have in the future.

Results

"I would like to highly recommend Linda Thomas for any future events or workshops that you are planning involving her areas of expertise. Linda is a thoroughly knowledgeable image and fashion expert who comes across with great warmth and sincerity. Her speaking style is pleasant and entertaining, and her approach is one of constructive feedback for personal improvement and growth," Stephen writes in a letter of recommendation.

"I had employees who told me afterwards that they couldn't wait until payday so they could go out and boost their wardrobes up a notch or two. It really is helpful to have someone honestly tell you that things you thought were acceptable, really don't have any place at work, or sometimes anywhere else in this decade!" Stephen continues.

Feedback from Seminar Participants

"I found all of the seminar very useful, especially talking about colors and the psychological thoughts. Excellent!"

"Learning about how colors affect how people perceive you was particularly interesting. I liked looking at the before and after pictures it helped to have a 'visual.'"

"She looks like someone real! I like that. She's honest and this was a good topic."

"The color tips and especially the CLOSET tip were both very useful!"

About Powerful Appearance

Powerful Appearance shares proven concepts with its clients enabling them to exude an up-to-date, powerful image that will help them achieve their business and personal objectives. Clients range from small business owners to *Fortune 500* companies, including Sun Microsystems and Merrill Lynch. Other notable clients include SMU, Flextronics, and PricewaterhouseCoopers.

Linda Thomas, principal of Powerful Appearance, is the author of *My Closet My Boutique: How to Organize Your Image*.

She is a popular speaker, providing programs in the Dallas area and around the U.S.

Linda can be contacted by phone at 940-321-2594 or by email at Linda@powerfulappearance.com. Also, visit her Web site at www.powerfulappearance.com.