



Corporate Image Advisor
Linda Thomas AICI CIP



Case Study: Powerful Appearance Gives PricewaterhouseCoopers an Edge in Business with Corporate Image Seminar

The Client



PricewaterhouseCoopers (www.pwc.com) provides industry-focused assurance, tax and advisory services for public and private clients. More than 120,000 people in 139 countries connect their thinking, experience and solutions to build public trust and enhance value for clients and their stakeholders.

“PricewaterhouseCoopers” refers to the network of member firms of PricewaterhouseCoopers International Limited, each of which is a separate and independent legal entity.

The Opportunity

Business casual means different things to different people. Management typically observes one standard, while employees (particularly those just out of college) take a different approach to wardrobe. The partners at PricewaterhouseCoopers (PwC) wanted to ensure that the employees at PwC were consistently projecting the right image to their clients.

PwC contracted with Ms. Linda Thomas, principal of Powerful Appearance, to present an image-coaching seminar, which kicked off a year-long coaching series for PwC.

Ms. Thomas delivered four seminars to a total of 120 men and women from the Dallas and Fort Worth offices. During the seminars, she delivered a PowerPoint presentation to illustrate the effect of dressing in various styles: Traditional Business, Business Appropriate, Business Casual and Weekend Casual.



Throughout the seminar, Ms. Thomas stressed the value of dressing to support one's professional goals. The presentation included a series of "before" and "after" images of men and women in their own clothes.

These "makeovers" reinforce the notion that one's professional appearance can be enhanced significantly by making a few adjustments to one's current wardrobe, and by maintaining a current hairstyle and proper grooming techniques.

Ms. Thomas concluded her seminar with a call-to-action urging the attendees to go home and remove from their closets any clothes that do not fit, have lost their shape, have become faded, or that haven't been worn in the last past two years. The message was reinforced with a suitcase filled with humorous examples.

Results:

*"Linda did a great job of emphasizing how individuals contribute to the brand of a company. Image is extremely important to PwC because our company represents quality," said **Lisa Ong**, PwC's Dallas diversity worklife leader.*

"We were impressed with Linda's Image Coaching Seminar. The quality of the presentation exceeded our expectations. The lasting impact has been the awareness that Linda created among our employees. Some managers immediately noticed people talking about the meaning of the colors in each other's outfits— whether a certain color conveyed trust or power. Other people have been motivated to clean out their closets", Lisa continued.

Feedback from other Seminar Participants

"I found showing the "before" and "after" pictures of people that were made over the most useful – as the audience gasps or snickers, it reemphasizes how much more seriously people take you when you look good."

L.W., sales support group

"I really liked the topic and the hints that Linda gave to present a more professional image."

S.M., PFS senior associate

"It was very interesting to learn about how people react to certain colors."

V.T., tax department

"I found how different colors affect how you're represented very useful. I did not realize makeup and a haircut make such a dramatic difference in appearance."

S.V., human resources

“There were great examples of do’s and don’ts through the booklet that went with the training.”

L.K., manager

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 Right Management.

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.