JLT IMAGE CONSULTING

BUSINESS PLAN DRAFT

**Current Situation:**

Retired from a successful 30 year airline management career and looking to start my own Image Consulting Company. I have an extensive list of qualifications and leadership skills that are completely transferable to my new business model. I believe that our personal and professional image is vital to our success no matter what profession we are involved in or who we are on a personal level. At this time I am not aware of any company or individual that provides this type of service in the Okanagan Region. I believe there is great potential to start an Image Consulting Business in the Okanagan.

**Why an Image Company:**

During my long service airline career, the most common compliment I received from colleagues, superiors and employees, was #1 How professionally I dressed and acted and how confidently I conducted all of my business dealings and #2 What a positive impression people had of me for my sports and fitness accomplishments and what a great role model I was for them. I have counselled, assisted and mentored many friends and colleagues over the years to improve their professional image, communication, self-confidence, and self-esteem and leadership skill. I find this type of work to be highly rewarding and very motivating.

I am not a fashion or style expert however I possess an inherent ability to judge what colors, clothing styles, accessories and hair styles, work best to complement an individual’s physique, image and sense of well-being. Most people do not require a full scale change in their appearance and how they present themselves but most can benefit from minor adjustments. I am also very good at helping people to refine and improve their communication and interpersonal skills so that they are regarded as credible in their profession or personal life. I have experience in facilitation, leadership training, and recruiting, interviewing, mediation and conflict resolution.

I see opportunities every single day for people to enhance how they look, speak, and act that would make them even more confident and successful than what they may already be.

**Target Audience:**

Young Entrepreneurs and Professionals, Business Leaders, People Managers in the Okanagan Region

Technology Sector Industry in Kelowna

Corporate office personnel, Retail and Service Industry personnel.

High school, College and University Students.

**Personal Style Consulting**

I plan to develop a segment of my business to work with women and men who desire advice, assistance or guidance towards improving and updating their image and appearance through healthy living, fitness, and working on establishing positive business and personal relationships.

**Reaching My Target Audience**

Social Media (Website, FB Page, Instagram, LinkedIn Twitter, Snap Chat)

Local Business Leaders and Network Groups

Business Colleagues and Associates

Personal Contacts through Fitness, Swimming, Triathlon

**Potential Strategic Partners**

City of Kelowna, Okanagan College, UBCO, Chamber of Commerce, Okanagan Innovation Centre

Okanagan Young Professionals, Accelerate Kelowna

H20 and the Family Y, Worlds, and other fitness centers.

Kelowna Women in Business, The Kelowna Leadership Network

Peter Rudd New Media Syndicate

Retail Stores & Boutiques, Hair, Beauty, Salons

**Education and Certification**

I am enrolled with the International Image Institute in Toronto.

Courses: Image Management, Image for Men and Women, Holistic Image, Communication Management, Presentation Skills, Business and Social Etiquette, Business Development.

**Start Up:**

Company Name JLT Image Consulting. Domain Name Registered JLTImageconsulting.com, Logo selection underway with Logo Tournament. LinkedIn profile being updated.

**Long Term Goals**

I would like to grow my business into two main streams that would focus on a) working with young professionals and entrepreneurs, business leaders, senior management, and senior executives and b) working with individuals to provide Personal Image and Style consulting.

**Services to Corporate Clients:**

Enhancing your visual presence: IMAGE MATTERS

Coaching for Interpersonal skills

Exceptional Leadership Traits and Techniques

Strengthening business and social etiquette skills

Strengthening executive presence (Executives are watched closely for all the nuances)

Communicating with Impact!

Presentation and Speech editing and critiquing

How to run an effective Executive, Management or Staff meetings

Employee Engagement, Employee Recognition

Professional and personal image appearance, business etiquette coaching and training

Individual image coaching and non-verbal/verbal communications and interpersonal skills for key managers and executives

Personal Brand building for key staff

Communicating with Impact (Presentation Skills

Business social, entertaining and dining etiquette guidelines

**Image and Style Services to Personal Clients**

Shopping for a client or Shopping with a client to offer feedback and suggestions

Individual Image and Style Consultations

Dressing clients special occasions

Client Memberships

One on one Fitness center orientations

**Customized Educational Image and Style Workshops**

Make Your First Impression Your Best Impression

Master Your Personal Brand

The Art of Business and Social Interaction

The Executive Advantage in Successful Business Etiquette

Business As Usual On Casual Day

Present Yourself with Confidence

Essentials of Successful Interviewing Skills

Good Health, Nutrition and Fitness are Key Components to creating a Positive Self Image

**Motivational Lectures**

My Story

Change your Image, Change your Life

Why Image Matters

Everyone has a Story, What’s Yours?

Image is Opportunity, don’t pass it up!

What is a Good Self Image?

Achieving a State of Wellness

Why Curiosity is Important