



YOUR PROFESSIONAL IMAGE IS **ESSENTIAL!**

# TAKE CONTROL

BY CREATING  
A POSITIVE & LASTING FIRST IMPRESSION

THE BUSINESS OF IMAGE

### FIRST IMPRESSIONS: Your New Super Power!

Whether you're entering (or re-entering) the workforce, heading up the corporate ladder, in the public eye, or taking on the challenge of entrepreneurship, a confident, authentic image is the foundation to your success. What if you had a super power that allowed you to set yourself apart from the competition, to be remembered for all the right reasons, create new opportunities and increase your bottom line. You do...it's called your first impression! Join us for an interactive workshop that will show you how first impressions can affect business success, how you're currently being perceived, and strategies to boost your personal superpower by creating an authentic, confident and positive visual impact. The reality is that first impressions are made in about 7 seconds. Are you sending the right message? It's time to find out, take action and get excited for new opportunities!

**Registration Code:** HFHD-1018-T0201  
**Date:** Tuesday, February 19, 2019  
**Time:** 6:30 p.m. – 8:30 p.m.  
**Fee:** \$75.00

### YOUR IMAGE IS YOUR BUSINESS: The look of Leadership

As a leader, your image speaks loudly: Are you trustworthy? Are you reliable? Are you a leader? Your bottom line depends on your success; from hiring the right employees, to communicating your brand and culture, to making a positive and lasting impression on your clients. Your bottom line depends on image. Within 7 seconds, your "audience" has made their mind up about you, and ultimately, your business and leadership skills. Appearance, behavior, communication and your digital presence can truly be a deal maker or a deal breaker. As a leader in your field, company or community, business can be won or lost simply by your professional image impact. Join us for an interactive workshop to understand how you're currently being perceived and the effect it has on your business. Learn strategies to create a personal brand that is authentic, confident and memorable and learn image strategies to positively impact employees, co-workers and clients.

**Registration Code:** HFHD-1019-T0201  
**Date:** Tuesday, March 19, 2019  
**Time:** 6:30 p.m. – 8:30 p.m.  
**Fee:** \$75.00

Register online at  
[oaklandcc.edu/ce](http://oaklandcc.edu/ce)  
or for more information call  
248.232.4167 or 248.232.4150

**Location:**  
**Oakland Community College**  
**Auburn Hills Campus**  
**M-TEC Building, Room 241**  
**2900 Featherstone Road**



OAKLAND COMMUNITY COLLEGE™  
Economic and Workforce Development