

# Looking the Business

- Who's it for?** Small business owners or business people who need to present themselves as the brand for their business.
- How will it help?** Our Looking the Business workshop will help you freshen up the look of your business. Most of us slip into habits with our business communication and the way we present ourselves and our business. Now is the time to re-evaluate the messages you are sending your customers through the way you style yourself, the way you brand your business and the way you choose to communicate to your customers.
- Without even knowing it you could be turning away new business because you don't look 'right'; clients may be confused by your verbal and non-verbal communication; you may be unaware of how potential customers use first impressions to influence their decisions.
- What subjects are covered?** Looking the Business is an exciting and motivating workshop where you will learn how to:
- Design a 'look' that works for you and the business
  - Align your personal branding with your business branding
  - Present a consistent and constant message
  - Develop impact and influence in your communications
- What methodologies are used?** Our Looking the Business workshop is loads of fun and a lot of hard work. It will include:
- Personal profiling of colour and tone preferences that work for you
  - Style consultation
  - Questionnaire to define your communication preference
  - Communication secrets for impact
  - NLP techniques
  - Personal reflection
  - Action planning
- Is it for me?** Our Looking the Business workshop is a must for anyone who knows that they are the 'shop window' for their business. Don't leave your branding to chance – take the chance to define, design and refine a look that's right for you, your business and your customers.
- Costs?** From £99 per person

Contact us to discuss your exact requirements 07968 227736  
[info@skillstogo.co.uk](mailto:info@skillstogo.co.uk)

