



Bonnie Sundquist Rogers, MBA, AICI FLC,

is a Certified International Image Consultant and Certified Seminar Leader.

Bonnie not only coaches her executive clients on all aspects of image, she also trains in the corporate setting. Bonnie draws upon her extensive training, education, and personal professional experience. Her unique approach to image makes her a leader in her industry.

Professionally trained and mentored by world-renowned Dr. Joyce Knudsen, AICI CIM, (first Certified Image Master in the world), Bonnie received the title of "Certified International Image Consultant and Certified Seminar Leader".

As Director of the Image Investment Institute, Bonnie has brought together all of her knowledge and talents gained from experience, education, and training to provide a holistic approach to professional image design. She provides training in all areas of image focusing on creating a lasting first impression by dressing for success in the business world, business verbal and non-verbal communication, and business etiquette.

Bonnie's specialty is helping professional men and women improve their image to improve performance, productivity, and overall improve the bottom line.

Contact Bonnie today for your free 30-minute telephone consultation.

**Michelle Braden
Owner/President, MSB Coaching**

"I met Bonnie about 6 months ago through the Charlottesville Chamber. Bonnie always impressed me personally and professionally. We have made several connections and referrals for one another's businesses. Once Bonnie opened her image studio I wanted to visit and use her professional image services. As a leadership coach I know how important image is, especially for leaders that first 7 seconds sets the stage. I have had a professional analysis done before; however, what Bonnie offered was much more extensive. I was there with another business partner powerful first impression."



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**Olga Morse
Founder, Forward Magazine**

"Bonnie brings in an important - yet very often ignore- perspective essential to business development. I have observed Bonnie coaching individuals regarding the importance of their image as a valuable tool. She does it with respect and with the person's best interest in mind.

I like that Bonnie, even though her attire is always so fitting, she is easy to approach. Great combination!"

"Our goal is to exceed your Company's expectations!"

Bonnie Sundquist Rogers MBA, AICI FLC

Call Bonnie at 434-326-1115 for your free telephone consultation.

Corporate Services



Master Your Professional Image

This comprehensive service consists of modules on wardrobe, grooming, communication and business etiquette. Typically delivered as a presentation or workshop, it can be customized for your industry and audience; you also choose the focus area(s).

Facilitate the transition of your employees towards image-conscious professionals with renewed confidence and self-awareness.

One-on-One Executive Coaching

Key people in the corporate world need to have, apart from their credentials, an image that suits the standards of the corporate environment.

We coach your employees on professional image management to meet your company's needs. This one-on-one service provides highly specialized assistance.

Workplace Etiquette

In the image-oriented world of business, mastering good etiquette will enhance your confidence, competence and ultimately professional success.

We will guide you through phone, cell phone, fax, e-mail etiquette, business meetings, meals, and business functions.

First Impressions

The ultimate goal is to portray a professional image. In today's fast-paced world, there is only one chance to make a good impression. It takes less than thirty seconds to form an impression when meeting someone new, based on how they look, talk and behave.

We will teach you the rules to follow when meeting a person for the first time.



Effective Non-Verbal Communication

Become aware of your mannerisms and how you communicate and practice effective non-verbal language until it becomes habit.

Without saying a word or even being aware of what you are doing, you can create the impression of being powerful or weak, credible or untrustworthy, likeable or unlikeable.

Dress Code Policy Development

The office attire should match the corporate culture. In setting up a dress code, we consider the type of business the company is in, the image it is trying to convey, the work environment, the frequency of clients or investors visiting the company's site.

Once the dress code is approved at the executive level, we can assist the employees with adopting it.

Business Formal vs. Business Casual

Although it has been very popular over the next 10 years, studies have shown that business casual may affect business success by declining work productivity and causing the employees to adopt a less serious attitude about their job and workplace.

We determine if a business casual standard is appropriate for your company and recommend proper wardrobe options.



The Art of Networking

Good command of the art of networking will enhance your overall image. Forming and building upon relationships is very important, because we all need to be accepted, respected and appreciated.

We provide coaching on how to start and keep a conversation alive, what to talk about, what topics to avoid, listening skills, body language, mingling rules.



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