

DISCOVER YOUR PERSONAL POWER THROUGH IMAGE



Bernie Burson COLOR & IMAGE CONSULTANT

Forget “Dress for Success” and “The Power Look”—*Real* power is being able to create the effect you intend... and getting the results you want.

Bernie Burson, a certified image consultant and color designer, can show you how to use color and style to enhance your appearance, create a professional look, and achieve the success you want in your career and personal life. Bernie is a compelling and entertaining speaker who will share the secrets of creating the looks that get results.

SOME OF BERNIE’S MOST REQUESTED PRESENTATIONS ARE:

The Power of Color in Business and Leadership

Color affects us on both a conscious and unconscious level every day. In this dynamic session, participants will:

- Learn the hidden ways color affects the way people react to you
- Find out how a few simple wardrobe changes can increase your personal power
- Discover strategies for combining colors for specific effects

Move Away from Business Casual and Move Up To Business Success

The image you project speaks volumes about who you are, your credibility, and where you’re going in life.

- Understand the secret of a successful appearance in a competitive market
- Learn the rules of “business appropriate”—and how they can work for you
- Identify your personal keys to a more professional appearance

Discover Your Personal Power through Image

An effective image will strengthen your relationships, improve your communication skills, and enhance your self-esteem.

- Find out how your personal design elements become the key to your power
- Learn how the calculated use of color can support your long-term goals
- Discover the difference between looking powerful and using specific looks to achieve particular results—a more subtle kind of power

“We hired Bernie to work with our employees in projecting a professional image and we were more than pleased with the results! I highly recommend her services—it was truly a ‘win/win’ situation for all!” —Western Title Insurance

