

# LeaderStyle® Corporate Wardrobe Demonstration



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# What is LeaderStyle® ?

- Professional development training that focuses on the largest piece of visual communication: Wardrobe
- A demonstrative professional dress presentation that shows practical *do's & don'ts*
- An interactive session that coaches on HOW TO navigate corporate dress guidelines
- An exciting way to build morale and recognize staff in a non-conventional setting



# Problem Definition

*Sensible dress*

- **Corporate Dress Guidelines are vague & do not intersect with current trends**

*Cleanliness*

- **No “How to” Guide**

*Appropriate dress*

*Professional image*

*Neatness*



# Implications

*Tank tops*

*Jeans*

- Dress Code Infractions: Disproportionate % Women
- Projection lacks leadership and professionalism
  - Career Limiting
    - Attrition

*Ill-fitting  
garments*

*Sandals*



# Program Highlights

- **Safely Raises Awareness:** Wardrobe is a communication tool
- **Customized:** Company Dress Guidelines
- **Employee Models**





# Program Highlights



- Affects change via visual demonstration.
  - ✓ Sans embarrassing memo
- Do's and Don'ts:
  - ✓ uses humor, not hate.



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# Program Highlights

- High Attendance: low cost/employee
- Boosts morale



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# “It’s sticky, not tacky.”

- Multimedia
- Detailed program
- Attainable: appeals to various tastes, budgets, positions



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# Solution

- Review Company Dress Guidelines
- Fall/ Winter Presentation -  
introduces concepts
- Spring/Summer Presentation -  
reinforces message



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# Be seen. Be heard. Be understood!



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