

# Image & communication coaching

“Discover who you are” : an integrated approach for and enhanced consistency between self-image, verbal communication, behaviour and the value of your potential



Image and communication the key to interaction. This coaching programme, within the framework of personal development, aims at improving assertiveness and facilitate the appearance of a harmonious and coherent self image.

## WHY IMAGE COACHING?

Image has a major influence in your relations with others. The first impression, as we all know, gives a tone and initial background to the relationship that may be forming.

We often observe a lack of coherence between what we see and what we hear. A double message is unconsciously sent. This can hamper attention, generate misunderstandings, give doubts on the honesty of the words expressed.

**Des  
représentations  
différentes  
peuvent  
engendrer des  
perceptions  
divergentes**



Image is a powerful ally in self-construction hence in your relationship with your environment. It is essential to build a project,

a coherence in the alliance of internal image construction and the image perceived in order to have a better grasp of your environment and have the means of your aspirations.

## WHY COMMUNICATION COACHING?

Human beings are social animals who need to establish some type of communication with their environment. Today, communication is not only a simple relational tool, it is a strategic stake in your self-structure, it helps mobilising people, federates projects when the relational and emotional standing of the participants is heard and shared.

Our coaching programme aims at giving you all the tools to become a successful communicator whatever the circumstances :

from board meetings,



to meals with friends,

from social functions,



to public speaking.

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## THE COACHING PROGRAMME

All our coaching programmes are made to measure and vary according to profiles.

Your request is studied, the goals defined before the co-elaborating of your coaching programme.

A non exhaustive list of themes frequently addressed are :

### External image

Establish how you define yourself. Analyse coherence between internal and external image

### Internal image

Determine your self-image. Adjust if needed. Analyse coherence between external image projected and perceived

### Self-esteem and self-confidence

Measure the levels of self-esteem and self-confidence. Work on what needs to be addressed

### Verbal communication

Element analysis : speed, tone, vocabulary, volume, ease.

### Non-verbal communication

**Self analysis** : posture, gestures, listening skills, body language, facial expression...

**Analysis of conversation participants** : posture, gestures, listening skills, body language, facial expression...



### Communication style

Identify your communication style and determine coherence with profile. Establish an easy and efficient communication style.

### Interpersonal communication

Adapt your communication according to the situation and the person you are engaging.

### Social communication

During social functions : how to introduce oneself, tell a story, an anecdote, talk about current events, recall the names of the people you meet...

### Public speaking

Make a speech, make a presentation, take an oral exam, a job interview : prepare your text, manage stress, use humour and anecdotes adequately, study your posture and body language...

### Manage first impression

Have a physical appearance coherent with your project : know how to present yourself in all occasions