



Better looking businesses can help beat the crunch

An award-winning image consultant from Lichfield is planning to show bosses that looking the business can be the difference between sinking and swimming in a tough economy.

With more than 10 years running her own business, Ann Skidmore says she is more than familiar with the make or break effect that looking and acting the part can have on an audience, be it a single person or packed auditorium.

Ms Skidmore, who is a qualified business psychologist and management consultant, as well as an award-winning colour analyst, has spent years advising top firms across the country about a vast range of business issues, from shop floor to board room level.

But she claims the most complex business messages can count for nothing if the way that they are being delivered is not right.

“We are all familiar with the phrase that first impressions count, but not many people realise that most of us have just 30 or 40 seconds to make an impact on a new audience,” she said.

“When times get tougher, making the right impression, quickly and powerfully, becomes even more important to make sure your business is achieving the best it can.”

Her professional image programme covers everything from dressing to create the right look for your business, to understanding and using body language to its fullest effect.

Though her work takes her right around the country, she is now planning to bring her expertise to businesses closer to home, when she hosts a one-day event at Erasmus Darwin House in Lichfield on October 30.

Ann was recently commissioned by French firm, Areva T&D, who are based in Stafford, to deliver an image, impact and presence programme to the board of directors.

“Giving style tips to the French may seem a little like taking coals to Newcastle, but they are a shrewd firm who want to make sure they are making the most of every opportunity,” said Ann.



“I was initially called in to bring a two-hour fun and informative element to a two day management programme, but ended up spending five hours with the team.

“The feedback from them has been fantastic, and everyone said they had taken away lots of new ideas from the session.

“There are lessons to be learned for men and women alike – I probably work more with men on the professional image programme – and it is certainly the case that a little thought about your looks and behaviour can go a long way in winning you more business.”

Floriane Deschataux, of Areva TD, said the board of directors had been impressed with Ann’s programme.

“The feedback has all been very positive, and I think everyone learned something from the event, as well as really enjoying Ann’s presentation,” she said.

To find out more about Ms Skidmore’s one-day programme, or to book a place, ring 01543 468621.