



Wake Up Eager Workforce Podcast, Episode 40
A Series About Executive Presence -- Produced By Suzie Price

Building Self Confidence and Executive Presence: Looking The Part – Transcript
www.pricelessprofessional.com/style

Suzie Price: “Be careful what you wear, because it reveals to others what you think of yourself.” “Watch for burnout. You cannot fill a cup from an empty pitcher.” Both of those are comments and insights shared from two executive image consultants who are interviewed on today’s podcast. Today is part three of a series on executive presence, and you guessed it, our topic is style, appearance, and looking the part of an executive.

So, these image consultants, Mark Fonseca and Anna Hopkins, they are both going to share insights around some areas we measure in the executive presence index tool we offer to senior leaders. The whole idea is to help you, as a senior leader, take the mystery out of what it takes to engage, align, ignite performance. Image is a piece of that. Are you seen as a leader who can command the room? Are you seen as the leader? Can you influence? So, whether you’re currently an executive in the C-Suite, or you want to move into the suite, you’re not going to want to miss this episode. They are going to share insider secrets, things they do to help their clients. If you’ve ever wondered what it’s like to work with an image consultant they talk a little bit about their process, and if you’re thinking, “Hey, why does appearance matter? I’m an expert in my field.” Well, they’re going to talk about that. They give tips and actions you can take away and begin immediately, there’s some links to books and a video that will be helpful. We’ve got a male perspective and a female perspective, so I’m excited to bring this to you.

That’s the mission here of the Wake-Up Eager Work Force Podcast, give you tools and resources to bring everything that’s the best to who you are and what you do, and then you can in turn, when you’re doing that, help others bring the best of who they are to what they do. I’m excited about this episode, I can’t wait to get it to you. Michael, hit it!

Speaker 2: Welcome to the Wake Up Eager Workforce podcast, a show designed for leaders, trainers, and consultants who are responsible for employee selection and professional development. Each episode is packed full with insider tips, best practices, expert interviews, and inspiration. Please welcome the host who is helping leaders, trainers, and consultants everywhere; Suzie Price!

Suzie: Hi there, welcome to episode number 40, I’m Suzie price, I’m a professional facilitator, consultant, and author, and I’m the producer of this podcast and the owner of Priceless Professional and Development. Here, we help senior leaders hire and promote the right people and help you develop a drama-free workforce. If you’d like to get in touch with me, best way, you can find my information at Pricelessprofession.com/Suzie.

I am excited to be back with you to be talking about how to improve how well you align, inspire, engage people so they take action. The more senior you go, the more it is your role to influence. That’s what we’re talking about today, especially in this series of executive presence, because this series is a skillset and is made up of areas you can build and define and create and you can learn exactly what you need to do and how you need to communicate by better understanding how others see you.



That's the whole idea with the executive presence index tool that we're using with senior leaders. Our focus is always in on finding the strength, things I've learned taking this tool for myself, there are some strengths I didn't know I had, some gaps I was aware of, and some new ones. That's what we want to help you do. We had covered in episode 38 in the start of this where I interviewed Scott Waggart, that can be found at pricelessprofessional.com/executivepresence. In episode 39, second in the series, we talked about what is measured in our tool around this area of style and execution. Mostly, we talked about execution. So, Priceslessprofession.com/execution, you can find the show notes for that episode. And today, the third in the series, the show notes can be found at priceslessprofessional.com/style.

Now, the definition of executive presence, it is the quality of a leader as seen through the eyes of others that engage, inspire, align and move people to act. So, as seen through the eyes of others, so how are other people seeing you. We don't always know what that is, we think we're intending one particular reaction and we may be getting something different, that's the power of this tool. There are three dimensions, style, substance, that's your credibility, and character, your level of trust. In the next episode we'll talk about substance and character. There are 90 items that are measured in this index and just one part of it is appearance, out of those 90 items are six items related to style, knowing how to adapt your dress and demeanor, and handling social situations with tact. So, that's a part of executive presence and we're asking people to give you feedback.

As I talked to these image consultants, I asked them which one of these six items in this survey do you see leaders struggle with the most. They'll be in the show notes, and want to read them, but I'll read these items to you right now, just so you know what we're talking about. What I want you to think about: how would you rate yourself, and what would those around you rate you? It's just a guess, if you're not sure, on a scale of 1-5, 5 meaning yes, I strongly agree, so here are the six items.

1. Looks healthy, alert, expresses him or herself with vigor.
2. Voice, tone and mannerisms are always appropriate to the situation.
3. Does not show up looking fatigued, poorly dressed or unprepared.
4. Level appropriate in his or her overall appearance.
5. Whether the setting is formal or informal, he or she looks the role.
6. Aware that his or her dress or demeanor send a message.

We talk about four of those in this podcast. How do you rate in those areas? Do you look healthy and alert? How are your voice and tone and mannerism? DO you show up dressed prepared? Are you level appropriate? Do you look the role? Are you even aware how you dress sends a message? You'll hear more about that today.

So, let's go to the first interview and we'll interview Mark first. If you look at our show notes, you'll see we've timed everything, so if there are places in the interview you're interested in learning about, look at the show notes, and you can pick the sections you want to look at and hear. Even though Mark is



talking about men he works with, I think everyone could benefit from the things he's sharing. Look through show notes and you decide.

Let me read you a bit about his bio. His business is Fonseca Clothier, and his theme is dressing the man. He is the president of Fonseca Clothiers and is a professional clothier. He does this for leading executives and entrepreneurs. He's been a wardrobe consultant for CNN broadcasters, he conducts seminars for Fortune 500 companies, and worked with a world renown author who wrote a book called *Dressing the Man*, and that is something actually he talks about in here. Some of his clients are from ESPN, Georgia State University, Northwestern, UPS, Turner Broadcasting. We have his contact information at the end of the interview. Mark is the executive consultant who said, "be careful what you wear, because it will reveal to others what you think of yourself." He's inspiring, positive, has lots of energy, and if you're not excited about clothing and how it can make you look and feel, you will be after you listen to this interview.

Introduction to Mark Fonseca; Background

Suzie Price: Welcome Mark Fonseca. Glad to have you here.

Mark: Thank you Suzie, glad to be here.

Suzie: So glad to have you come and share your expertise on image consulting for executives. What we want to do is a get to know you question. We'd love to share how you became a professional image consultant? Talk a bit about that?

Mark: I've always had a penchant for image and what you wear, and I guess it started when I read John's book *Dress for Success*, that it really helped me understand that you can send a message with the colors of what you're wearing. When I started my career selling copiers, he said I want you to go and buy two suits, the first suit I want you to buy is navy and grey. Navy is a dark color, it sends a great first impression. It's a powerful colorful, you always want to wear that to your first meeting. Grey is a great second meeting color. It's something you can wear seven in the morning to night and still look great. He is the one who introduced me to the book *Dress for Success*, and I understood how powerful your non-verbal communication is.

Suzie: That launched you into researching it more and becoming an expert?

Mark: It launched me – I always wanted to be in the clothing business. I had a high-lined detail shop, an automotive detail position. I was the official detailer for the Rolls Royce Club in Atlanta. I always wanted to be in the clothing business, but I didn't want to work 9-9. I didn't want to work in the mall or someplace like that, it wasn't conducive to a family, I squirreled it away and pined for it. I was delivering a car to one of my clients, and I walked in to deliver his keys, and he was on the phone with his headset on and there was gentleman measuring him. I was fascinated. So, when he left, I said Tom who was that? He said, that's my clothier. I said, tell me what he does. He said, well he comes here, tells me what to wear, why to wear it, he helps me with my attire, my professional image, and I immediately said, that's what I want to do. I sold my detailing company to a buddy of mien who still has it, and I called this



company, and told them I wanted to come to work for them. I went to work for them in October of 1993, when I started in the clothing business.

Suzie: How cool is that. I always tell folks who want to make a career change to be on the lookout, and sometimes it comes in the form of a person doing a role, and sometimes it's snippets, but for you, you say that and knew, that's what you wanted to do. And you took action, which is even better.

Mark: I immediately knew that's what I wanted to do. I always had a penchant for dealing with guys in general and helping them and building relationships, and it was a way to put things together, and I've met some interesting and fantastic guys over the years.

Suzie: When we first talked, you said, I could probably write a book *Confessions of a CEO*, because of all of the interesting relationships, the challenge of the executives you met and know have around what to pick and why to pick it, how to dress.

Mark: So many stories of guys, most guys live in the world of "DKDK," you don't know what you don't know. Bryan Tracy says people who don't know what they don't know, don't grow. It's just that most guys, historically, have been dressed by women. Typically, your mother takes you shopping, as you get older, you get a girlfriend, then you get married, your wife buys yours clothes. Most men don't understand there are rules in the business world and there are certain times you should wear certain things. Just like anything else, a lot of guys have their relationships – their car guy, their financial guy, but not a lot of guys have a clothing guy or person. There are a lot of excellent women that do image consulting as well. When it comes to dressing men, there are certain things, depending on your profession, you should wear, and also, dressing for your audience. What message do I want to send?

Suzie: What did you call it?

"The Blue Jeans of the Business World"

Mark: The blue jeans of the business world. There's a basic wardrobe every man should have, the foundations you should have. When you build a house on a solid foundation, you start with a great foundational wardrobe and you build from there.

Suzie: I so relate to what you said about being historically dressed by women, and I told you this story, my husband, early 20 years ago, when we first married, he was moving up in his role as an executive and one of his mentors had said to him, don't let your girlfriend pick out your clothes, which was funny, we both laughed, well, I have good taste! To your verbiage, we don't know what we don't know, his mentor what trying to give him some guidance and told him to go buy high quality suits, because my husband had money but didn't like to spend it on clothing. This gentleman was trying to show him to see that if you're going to continue on the trajectory to your career path is taking, you're going to need to know these things. That's seems like, what you do in spades.

Mark: I had a quick story, it would go in my book, a very successful entrepreneur, single, lived in a downtown high rise and when I walked in to meet him, we met and talked, and I said let's look at your closet. We walked in and he had three distinctively different wardrobes. There was a Brook's Brothers



conservative area, a fashion forward Italian area, and then he had a middle of the road, you know, vineyard vines area. I said what on earth. He said those are my last three girlfriends.

Suzie: Oh, how funny.

Mark: So, depending on the women he dated, they dictated what they wanted to see him in rather than what he needed to wear. A lot of guys might not know what they want, but they know what they don't like. What you don't like it just as important as what you do like.

Nonverbal Communication

Suzie: So, let's go into some specific questions we had planned. But, let's back up and talk about nonverbal communications. I know there's people who are listening and thinking, "oh, I'm really smart, I'm this top, whatever in my business," it doesn't matter. Talk about how nonverbal communication is.

Mark: It's extremely important. One of the first questions I ask a new client, I usually ask 24-48 hours before we get together, the question is: if you were to walk into a conference room for your peers, same income level, same social status, same level for education, when you walk in, what message do you want to send, what do you want them to think about you? Whatever that message is, because they're going to judge you. We live in a society where we're judged by our appearance. You can control what they make up. I've had answers all over the board from, I want to send a message of trust, I want to be very intimidating, I had some client say I want to be fun, energetic and enthusiasm. Whatever that message is they want to send, you can send that message nonverbally with colors and patterns of what you're wearing. That's where, a lot of times too, I speak with underprivileged African American young boys and I will tell them that they're going to be judged anyway, so you can control that first impression. They only have 3-5 second to make that first impression. In that first 3-5 seconds, people are asking "do I like this person, can I trust this person?" A lot of professionals, if that first impression isn't great, that could affect your whole presentation. I call it dead man walking. You have no idea that that person has decided you're behind the 8-ball, and you don't even know it. You have catching up to do. You have to stack the cards in your favor.

Suzie: That's what I was just thinking, yes.

Mark: You really do, you have to start and send the message you want to send. I'm fortunate now working with client's sons, they're getting out of college, going on their interview, and they'll say they're interviewing for private equity, so I dress them like a private equity client. The whole point is when you walk in, not for the company to say here comes our next interviewee, they say here comes our next employee. You already look like you have the job. That's the adage is, you dress for the position you want, not what you have.

Suzie: What about people who are pretty settled? They've been at the company. They're considered high-flying. They don't have the look, I can think of people I know right now, and I know they might be listening to this. They're well situated, maybe next step is senior executive, what do you say to those people who are known, but inspire them to polish up a bit?

Mark: You don't want to be the person everyone in the office talks about. I'm the one who goes in and gives the bad news, I have to handle that with bad news. Just because you make a lot of money, that's not the end. It has to be the total package. It's not – what's on the insides is more important, but you want to be approachable and relevant for whatever you're doing, and that goes with grooming, and I do know a lot of guys who have been in their career, they're successful, but --- be careful what you wear, because it tells the world what you think of yourself.

Suzie: That's a good quote

Mark: It's not about being superficial, like I tell my son, someone is always watching you. You're the lead dog. The lead person. The rabbit. People are always watching you, because you're in a leadership position. People are taking cues from you. So, what cues do you want them to take? You have more power and more control than you think just by one of those things my actions speak so loud I can't hear what you're saying. People are always watching, not necessarily what you say but what you do.

Rules in the Business World

Suzie: One other question that's not on our list but I want to go there is, you mentioned there are rules in the business world, and it seems like it changed, it's pretty casual. Do you have any rules in the business world that you keep top of mind, that you share, for example, people who aren't in a business that aren't equity investor types, when you're dressing more of a casual industry? Talk about that.

Mark: I had one client who said Mark, I don't want to wear a jacket or a tie, so how do I send a message that I am a leader with wearing less. I said, it's simple. The less you wear, the higher quality it needs to be. So, if you don't want to wear a jacket or a tie, then you need to have a great-looking shirt. Great-fitting. Great-looking. If you're wearing glasses, quality eye-wear. Make sure your hair is groomed. Quality shoes and belt, just make sure its quality. I mean, I remember a gentleman I met, he said, Mark you can't hide money. Meaning, when you walk in the room, people are like, Wow. What you wear, not that they know that a quality alligator belt or something that makes great leather goods. Some of my clients they've had belts they've passed onto their sons. Shoes, especially shoes. The first thing a woman notice about a man is his shoes. Shoes tell you a lot about someone. How you take care of your footwear is how you take care of other things in your life.

Suzie: Oh.

Mark: Make sure they're well healed, well shined, and they're appropriate for what you're wearing.

Suzie: High quality, and a lot of times, no one around them is wearing a jacket or a tie, in the tech industry, construction industry, other businesses, they've gotten more casual. That's great advice

Mark: Business casual world, the shirt plays center stage. The shirt is everything. Not that it has to be loud and flamboyant, it needs to be appropriate for who you are and what you're doing. So, if you're going to wear business casual and think it's not wearing a tie, and you see so many guys wearing a suit and white shirt and no tie. So, just great looking shirts, colors, the main thing is wearing – today, I'm wearing dark jeans, and great looking shirt. I have colored buttons on my shirt. IT needs to have a bit of

character. It has a two-button collar versus one button, it sends a message that I didn't forget my tie, I'm not supposed to wear it.

Suzie: What's a two-button collar?

Mark: There's a button on top of it, not to the side of it.

Suzie: I know it has two buttons but I'm trying to visualize.

Mark: You see one button and another on top. They're kind of stacked. On the other side, it has two eyelets, button holes. Just little things you do. When I'm dressing a client, nothing is overlooked. Everything has a reason. The shoes, the belt, if they're jeans, they're nice, dark, dressy jeans. Buying quality footwear. There's so much quality footwear. Ferragamo makes great shoes. Santini. Make sure you buy quality footwear and footwear that can be resold. You know, you can have, the higher quality you buy the longer it stays in your closet.

Controlling What People Think of You

Suzie: What we're talking about is executive presence. That's our whole series. For the style and appearance area we measure in the survey we do is to look and act like an executive. Command the room. What I love about what you're sharing it's staying relevant, controlling what people are thinking if they don't know you, and if they do, what are the cues you're sending about yourself and how you care for yourself and represent yourself.

Mark: There's a great book called *Leadership Secrets of Attila the Hun*. You always want to dress one notch above your subordinate. Not ten notches, just a cut above your subordinate so that when someone walks in your office, it's obvious who is in charge.

Suzie: When you think about that, when you say, 'they have presence,' that's it, you know who is in charge.

Mark: It always spills down into relationships and it's, one gentleman, one CEO, I think of him off the top of my head. One of top ten CEOs in Atlanta. Every time I came to see him, he always got me himself. Always himself and then when he came down, eh knew everyone's name. The security guard's name. We went up the elevator, as we're walking back to the office, he knows everyone's name. That just added. HE said, Mark, I'm not the smartest guy in the world, but I know how to treat people

Suzie: That is the smartest guy in the world.

Mark: I walked in, I went to his house in the afternoon, around 11:30, right around lunchtime. He lived across from the CEO of Home depot. The gates open up, I pull in, he's got these guys working in the yard the doorbells rings, and the pizza guy shows up and he yells out to call these guys and were eating pizza. It just had a huge effect on me. He understood life was all about relationships.

Suzie: Very touching. A great example and role model.

Mark: Right. Servant leadership.

Executive Presence Measurement Discussion – Overall Appearance and Style

Suzie: Exactly. Not talking about it, doing it. Actually, doing it. There are six items on the index that measure appearance, they are in the show notes, and I won't list them here, but I've given you the list. People are given feedback from 1-5. Out of the six, which two do you see people, executives, men, struggling with the most.

Mark: I'd say the first is number four. Level appropriate in overall appearance and style.

Suzie: Okay. Talk a little about that.

Mark: I'm constantly telling my clients. You drive a great car. You have a great house, but your wardrobe doesn't reflect your lifestyle. SO many guys will go to an inexpensive retailer and they don't make the same investment in their wardrobe, themselves ultimately, that they make in other areas of your life. I say, all I want to do is bring your wardrobe up to the lifestyle of the level you're living. Guys say they have no idea what they're missing. So, that's a big area. Like we talked about earlier. Wearing quality clothing. Quality shoes. Quality belt. Quality jeans. There's a reason a suit is \$300-\$400 and suits for \$1,500. There's a huge difference. Once you get someone into that, they quickly understand, wow, they'll thank me. They had no idea.

Suzie: What previously they said, okay, I don't really prioritize this, and for whatever reason they've now decided to focus on it, they've gotten feedback, maybe they want the next position, whatever. What are they felling or experiencing when they say they didn't know what they were missing.

Mark: Their whole comment is, it's not an arrival, it's an appreciation.

Suzie: A lot of them have arrived.

Mark: It's an appreciation for something they've been missing. They didn't know what they didn't know. One story I've got, I give a lot of presentations, and one gentleman came up to me, a successful guy in Atlanta, and he said Mark, I've been buying clothes for 15 years and I had no idea what didn't know. I'm a fish that doesn't even know he's wet.

Suzie: Yea, yeah.

Mark: I want to hire you immediately, he's been living in his father's shadow for so long and he's, his dad is an amazing dresser, and now, we've totally redone his wardrobe. He said he can't tell the compliments and how his life has changed since he changed his appearance.

Suzie: I'm relating to it, I grew up with not much money, and a family that didn't have emphasis on that or capability on how you look, then you start working in corporate American and play around with it, it's always been a source for tension for me. Then, I have my own business, I'm in front of groups, I can get into the content and get into with being with people, but the part that felt the most tensions was clothing. I have a stylist I work with now who I have worked with, I'm relating to what he's saying. I'm not a CEO running a big corporation, but it's taken the pressure off. It was always a tension point for me. There's an area that measures what your top drivers are, what interests you, puts gas in your tank. How you look, how things look and feel, is the lowest. I'm more like a guy. I'm like the guy who has the nice

car and houses but is struggling with how you apply it to the clothing piece. It's been light bulb moments about how good it feels to put on something that's relevant, staying relevant as I move now in my 50s, without looking like I'm trying to look like, all that, this is a female perspective, but I'm relating to all of this. My mother's shadow was the opposite, so I'm assuming listeners are relating to both sides of that

Mark: It's not important to guys until it's important – a big meeting, presentation, promotion. I've had several clients become board members now and it's become – it's my job, to keep on top of my clients, to let them know, Christmas is coming, formal wear is huge. A lot of guys have no idea that there are only certain lapels that you should wear for formal wear. There's two. One is a peak lapel, a pointy one. The other is a shawl lapel, which is rounded. Your suit lapel, or a notch lapel, that you see on a suit, is not a formal lapel. But you see people selling that all the time, and I can't tell you how much formal wear I've replaced in a closet. You have a CEO of a huge company, a lot of influence, and it's all about knowing. It's just, once you know the rules it's okay to break them, but you need to know them. You never know. Formal wear is all education. An educated consumer is my best customer. I love educating guys. Not only this is why we're wearing this, but now you understand, the most expensive clothes in your closet are the ones you never wear. You buy something on vacation with your wife, you're in Miami and Hilton Head, you see something in the store you like you buy it and bring it home, and you don't know what to wear it with.

Suzie: It looked good and it was fun in the moment, but how do I wear it? It looked good on the mannequin.

Dressing by the Numbers

Mark: That's why I do this thing called dressing by the numbers. All my clients' clothes are coded in their closet. If he goes to wear this blazer, the hounds tooth blazer is no. 1., he might have six of seven shirts that go with that, those are always no. 1. He may have four pairs of trousers, those are also no. 1. As long as it has the same number in it, he looks like a rock star every day. They want to press the easy button

Suzie: Takes the tension out of getting dressed and it's a non-thought

Mark: That's why when they made the investment they say they didn't know what they were missing. They'll go once a year and spend thousands of dollars on clothes. One client said he's like a squirrel, he goes off to gather his nuts, I look around to see what other squirrels are getting, and I know if I'm getting the hazelnuts, I'm safe. You see so many guys in khaki pants and loafers, they're not going to rock the boat. A lot of guys, the pine away, they see someone who is really well dressed, and they wish they could do that. Just like anything else in your life, they seek out an expert. Find an expert. I was getting my car detailed. I knew the owner of the detail shop, one of my clients was there, he was recently divorced, back on the market, he said "wow, I need a guy like you in my life." It made sense to him. He was a general contractor. He said you're a facilitator of clothing. I bring all these experts in, why don't I have a clothing expert. It made a lot of sense to him.

Suzie: So, if somebody is listening and they'd like to find a better level of appropriate in appearance, and say they're not a senior exec. yet. Maybe they have a young family, headed in that direction, or where

my husband was 20 years ago. They want to up-level their game. What are some things they can do? Should they read Dress for Success.

Mark: For me, see, tony Robbins has a great saying, “If you want to be successful, find someone who is successful and ask them how to get there.” Ask them where they bought their clothes. Find someone in your life where you say you like their style. You say, where do you shop for your clothes? Find someone you can trust that doesn’t have an agenda. A lot of times, I tell my clients, the reason I do my seminars is to educate them, there’s a great book I’d recommend by a dear friend of mine, written by a guy named Allen, called Dressing the Man, Mastering the Art of Permanent Fashion. Written back in 2003, when it came out, it’s the bible in the men’s clothing business. It will tell you everything you’ve always wanted to know about dressing formal wear to business casual.

Suzie: That’s an awesome recommendation.

Mark: It covers hoes, pocket squares, pattern mixing, everything.

Suzie: Dressing the Man. Finding someone and asking where they get their clothing. And then, start looking for higher quality and making yourself comfortable with --

Start with One Piece

Mark: And start with one piece. If you’re going to buy a nice suit, buy a nice, navy suit. Black is for formal occasions, but you don’t wear black in the business world. Dark navy, or dark charcoal gray is more appropriate for black. Black is reserved for cocktail parties, new years’ parties, funerals.

Suzie: Start with one high quality --

Mark: One quality suit.

Suzie: If it’s casual?

Mark: Either a black blazer or navy one. You can do a black blazer if it’s casual, not a black suit. Just like the woman has a little black dress, you can dress up and down, the navy and black blazers are that for guys. You can dress it up, down, you can wear jeans, you can --

Suzie: You said dark jeans?

Mark: Very dark, indigo jeans.

Suzie: All of this needs to be fitted right. Fit has a lot to do with it

Mark: Yes, guys are going to dress different based on height. Shorter guys should have no cuffs in their pants because it makes cuffs shorten you. You want to make sure you’re following the little rules. That’s all in that book as well.

Suzie: Great tips. It’s measured around the appearance. Is there another one?

Executive Presence Measurement Discussion Continued – Always Look the Role



Mark: I was struggling between five or six.

Suzie: Can we go with five?

Mark: You always want to look the part.

Suzie: Five, just to state it, where the setting is formal or informal, he or she always looks the role.

Mark: That goes back to the leadership secrets of Attila the Hun, always dressing one notch above your subordinates. No matter where you are. If you're at an off-site cocktail party, Christmas party, wherever you are, if you're in an environment where you're the boss, you want to make sure you're dressing to that level of appropriateness.

Suzie: Yeah.

Mark: Remember how you walk, talk and look says a lot of about you. You need to dress appropriately if you're going to be in a leadership position.

Suzie: One other area I want to look at, which plays a key part in looking and acting like an executive, looks healthy alert and expresses themselves with vigor. Talk about that. Do you get into those conversations sometimes with executives? It sounds like you're doing a lot of consulting around what's in their closet, how they're coming across as an executive.

Mark: Overall appearance and attitude. Going back to the gentleman I talked about earlier – he was outward.

Suzie: Which one?

Mark: The CEO who came out to get me. He always started the day out great. Personal grooming also goes a long way. You know how great you feel after you've had a great haircut. Color is very important. What you wear can help your whole attitude. When you're dressed to the nines, you just walk a little lighter, you step faster, you're wearing your Sunday best, your go-to-meeting clothes. You feel better about yourself and your whole attitude changes.

Suzie: I want to show up and not be thinking about how I look, buttoned up and done so it's out of my mind, so I'm not thinking about am I appropriate for the room. I want to be where I'm at.

Mark: That's where it comes in to hire experts to educate you. My goal for my clients is to teach a man to fish. If I educate them enough, my goal is for them not to need me. My goal is to educate them so much that they know what they want to buy, not be sold. If you're going to go somewhere, I don't want the salesmen selling them something. I want them to buy something. That's why we work on color. Color and proportion. I was fortunate enough to be the wardrobe consultant for CNN Turner Broadcast for almost five years, and it was great. The whole reason I was fortunate to get that position is because I understood the most important rule of dressing is to lead the viewers eye toward your face. What you're wearing should be so well put together it blends into the woodwork and people are looking at you face and waiting for the message you'll send. When I was dressing the anchors on CNN, you have millions of people viewing in, you want them focused on what they're saying, not what they're wearing



You want them focused on the message, and on the news. What you're wearing should be so well put together that people look at it and their eye goes to your face.

Suzie: I just did a video shoot for something and I was so stressed about what to wear, but eventually got help, but focus on the message. Go to the basics so the eye is on the face

Mark: Correct. A lot of pet peeves, you see CEOs on magazines and they're not wearing the right color and they get no coaching before they do that.

Suzie: Why not take advantage of that? I want to get the most out of it. That includes what your image.

Your Image – LinkedIn Profile

Mark: Two, Suzie, one big thing, is your LinkedIn Profile Picture. Harvard Business review states that people spend 32 percent of their time looking at your picture before they decide to do business with you.

Suzie: 32 percent of the time?

Mark: Yes, looking at your picture before deciding to do business with you. You could be losing business and not know it. Talk about being relevant. LinkedIn is your social media first impression. The first thing I do, I immediately go on their LinkedIn profile.

Suzie: As we all do for any meeting.

Mark: Save the fishing pictures for your Facebook. LinkedIn is professional. Have it professionally done. I talk to guys all the time if you're going to color your hair, have it professionally colored. Get an expert's opinion and help. Make sure you're dealing with subject matter experts. There are a lot of clothing companies who hire attractive women who know nothing about clothing and they will dress you in what they think you look good in and not what you're wearing. Whatever it is in life, make sure they're subject matter experts in the field.

Suzie: So, if you want to express with vigor --

Mark: Color.

Suzie: Overall appearance and attitude.

Mark: Correct.

Suzie: But then the biggest parts of that have to do with color and proportion. Great tips and suggestions --

Wear Clothes that Fit You

Mark: Making sure you're wearing clothes that fit you. Age appropriate as well. I get a lot of guys that are in denial about what their waist size is. I don't want to buy any clothes till I lose weight. So, you're going to look horrible until when?

Suzie: I thought only women said that.

Mark: Guys say it all the time. Okay, I say when are you going to start, just --- why don't you look good now while you're losing weight, you can always take the clothes in.

Suzie: You shared so many good insights, and it's been wonderful having you share that expertise. I know that people are going to benefit from it. I have some last questions that relate to our topic, but some insight from your perspective. When you think of the word successful, who is the first person that comes to mind?

Mark: The first person was a mentor of mine; his name was David Stoddard. He wrote a book called *The Heart of Mentoring*. He always told me living was about giving, and to give your life away. I'll never forget when I went to his eulogy, they had so many people attend, they had it at the gym at a local high school. He impacted so many people, right? He knew the type of people I dealt with, I'd always tell him about the latest client, and he'd say, I want to know two things – if they're married, how's the relationship with his wife, and his kids. That's all I want to know. I think of defining successes, that's what I think about.

Suzie: Wonderful mentor, what a blessing. That's awesome. He wrote the book?

Mark: He wrote it. It was all about the heart. He said if a person's heart was good, we have something to work with.

Suzie: Connection trumps precision. You may know something, but if we're not connected, what does all that matter?

Mark: Correct.

What Advice Would You Give Your 25-year-old Self?

Suzie: So, what advice would you give your 25-year-old self?

Mark: No. 1, I'd say, get right with God. Understand there is a god and it's not you. I think that learning earlier in life it is about relationships and it's really about the effect you have on other people. How do other people feel when they're around you? My wife said to me one time, I'm not tired of living a life, but of a lie that things make you happy. Because when the important is missing, the unimportant matters. If you're not getting what you need in life, you'll fill your life with stuff that doesn't matter.

Suzie: So true. And, I love what you shared about how do others feel around you? That's a big piece of it. In the index, we measure that. What's your level of resonance with people? Do people see you care? That has to do with executive presence.

Mark: I love what Zig Ziglar said, they don't care what you know until they know how much you care.

Suzie: It is a big piece.

Mark: You'll get everything in life you want if you help other people get what they want.

Suzie: If you could have one billboard anywhere, what would it be and say?

Mark: I would go back to my mentor and say, living is about giving. Give your life away.

Closing Thoughts

Suzie: I love it. Then, as we close today, what's one last bit of advice or wisdom you'd like every leader to take away from our discussion?

Mark: It would be going back to realizing that the effect you have on others is the most valuable currency there is. Deciding how you're going to serve the world and what the world needs that your talent can provide. Finding out what that is.

Suzie: Love it. Awesome. It's been great having you share today. If folks want to reach you, how could they connect?

Mark: The best way is you could certainly email me, my address is mbf@dresstheman.com. Certainly feel free to call or text, my phone number is 404-983-4121. Or you can go to my website, dresstheman.com. Any way will work.

Suzie: Got it, awesome. Thank you.

Mark: Suzie, it's been a pleasure.

Summary of Interview with Mark

Suzie: So, how did you like that interview with Mark? I liked what he talked about DKDK, that's a good summary of a lot of things, isn't it? I liked some of his tips about how you can, without an image consultant, up your game somewhat. How your image around asking someone else where they shop, the books he recommends, dressing the man, that book is linked in the show notes at pricelessprofessional.com/style. I liked his focus on high quality and don't forget to think about your Linked In profile.

Introduction to Anna Hopkins; Background

So, now, let's go to Anna Hopkins. She is going to talk more about some of the work she does, some of her references are more for women. I think it's something everyone can benefit from. Just like with Mark, you can get a lot out of it. Anna is an Atlanta native, both of them are, which is where I'm recording. But Anna was born and raised in Norcross, Georgia. She attended Georgia State University where she received her Bachelor's Degree in Spanish with a concentration in Business and a minor in Italian. She worked in sales and marketing and decided to follow her passion. She attended the London's Image Institute introductory course where she learned image consulting, and their advanced course. She's a founder and principal image consultant for The Elevated Image, and she also is a technical recruiter and volunteers with a veterans group to help military veterans to transition from active to civilian duty. Lots of good information we talk about today, she said this in the interview, "watch out for burn out, you cannot fill a cup from an empty pitcher." And oh, is that true. Let's go to the discussion with Anna now.

Suzie: Anna, thank you for being here! Welcome on the call.

Anna: Thank you for having me Suzie!



Suzie: I'm so glad you're going to talk to us about image consulting and executive presence and I want to hear your personal story about how you became an image consultant. How did all that come about?

Anna: I like to joke that I had my first client when I was seven because that is how old I was when my mom realized I had better taste in clothing and made me going shopping with her. I've always enjoyed shopping and clothes, and then when I was in high school they came out with the show *Queer Eye for the Straight Guy*, and those makeover shows, and I loved watching how much of an impact and changing a few superficial outside things, that person's self – esteem, how they carried themselves, how they felt about themselves and how people treated them. That was a job a real person had, something you could do, I started to get trained a certified and passionate about people and it's a way to make an impact right now, I'm very much a fan of instant gratification, so I like to show people how to change things now. They can say, of, if I look good now, it can look good in a matter of time. It can be four years in January.

Suzie: I love the show what not to wear, but it used to make me cry, for, if you're listening, it's two stylists and –

Anna: They take someone who gets nominated by their family and friends and they'd get surprised and hijacked and go through their closet and talk about what was wrong with their go-to outfits, with how they were dressing, fit, colors, what can go wrong with an outfit, and show them examples of what they could be looking for instead. It's impactful. I recommend watching an episode if the listeners haven't

Suzie: I liked it because my passion is similar – be the best you can be. Feel good about yourself. Feel accomplished. Accomplish what you want to, all parts of it. I'd love to see how people would feel at the end. All these emotional traumas, being able to pick things out, in the end, they're just so, they're standing tall, they look great, they feel great, they -- I love that. It's definitely awesome. I love that you were doing this when you were seven.

Anna: So does my mom.

Suzie: I have other strengths, I have to work at it. I have a stylist that helps me pick out clothes. It doesn't come natural to me.

Anna: It doesn't come natural to everyone, some people have a natural eye, but they don't like to do it. It's easier to go shopping with someone. Second opinion. Second set of hands. All that kind of stuff. Some people need soup to nuts. It's cool because I get to work with different types of people and different situations.

Executive Presence Discussion – Not Just Appearance

Suzie: Our focus is on executive presence, the qualities of a leader as seen through the eyes of others that engage, inspire, align others to move to act. When we're talking about executive presence, a big piece is how you're seen by others. A piece is appearance your ability to execute. Do you look and act like an executive? Do you command a room? Are you also not, are you substantial?



Anna: That's one of the nice things, it's not just appearance, its behavior and communication. Three really important people that impact how you're perceived by others. The appearance part has a bunch to do with it, it doesn't matter how good you look if the other stuff isn't there.

Suzie: If people are trying to describe it they say gravitas, command the room. The ability, the substance, in addition to the appearance. In the executive presence index survey, we're measuring six items. Pricelessprofesional.com/style, you can see the six items. I've asked anna to look at the six items we're measuring and based on her interactions with clients, which of those items do people struggle with the most/

Anna: I picked three and six. They're related because they work together.

Suzie: Let's state them really quick

Anna: So, number three does not show up looking fatigued, poorly dressed, unprepared. Number six is aware that his or her dress set expectations. Like I said, both of those are important and they tie into each other. It's one of those things where people don't realize how much of an impact it has on how people perceive them and how it has on people below them and working for them. I think those two ties together well

Suzie: These are the two you see the most, you'd say?

Anna: I think so. I think all of these things depend on the individual, but I think these are two of the ones that people struggle with the most but don't necessarily realize the impact of. I think that makes them more important because people don't realize how it affects the perception of them

Suzie: Talk about the first one – what people see, what you see, and talk about some actions you can help people take around that.

Anna: So, the thought about looking constantly fatigued, under prepared, and all of that can send a couple of messages, constantly fatigued, there's an inability to manage time properly, they're not able to delegate things properly and those are two really important qualities of a leader, them which is a finite thing, so if they're not taking good enough care of themselves, you have to realize your employees or team are looking to you to lead them and be an example, and they're putting your future and faith in your hands in a broad sense. It's important for them to know the person who is in charge of them and taking care of them is able to do that properly. If someone comes in and is looking disheveled, there's a feeling sometimes of if they're disorganized with paperwork like this, what's happening on the business side. They're really having that and giving your teams confidence in you is important. They need to respect you and buy in to what you're trying to get them to do. I think if you don't show up with that energy we talked about, without that attention to detail as far as taking care of yourself. It doesn't send a great message. If it's a one-time thing, and it happens rarely, but if it happens often, it's a perceived reflection of your character versus just a I run out of the room in the morning. It can have a much larger affect over time.

Suzie: Anna, think of any example of someone you worked with and describe what you observed, and what it looked like to get a mental picture?

Anna: There's one woman I worked with and she owned her own business and it's a decent number of people under her. When we met, her hair was flat, the roots were pretty bad, her clothes didn't fit particularly well, the colors washed her out, she looked tired. She looked overworked. It didn't, I could see from an employee's point of view, how it could not illicit a ton of confidence. She looked overworked. So, what happens when people are overworked, they start to miss things. So, it was not, the confidence piece, even though she knew she was good at what she was doing, she wasn't projecting that confidence. That's important for leaders to have confidence and make sure their employees have the same confidence in them. It's not something we talked about directly, but she made a few comments over our time working together about how her employees were acting and you could tell it was trickling down. There was less attention to detail in the workplace. In her mind it happened out of nowhere. As time management and increase, so did the employees of level of attention to detail. Employees were making mistakes they never made before. I think it was a lack of energy. She was down, it brought everyone down with her.

Suzie: She just, looked overworked? You know, going back to what we started with, that's often what you see. These good, smart, capable, people who just got over busy or stopped paying attention. People are raising their kids, working, commuting, they're running their business – it's just human

A Lot of People Put Everyone Else Ahead of Themselves

Anna: I like to remind people and I'll end up bringing this up multiple times. You get a lot of people, women especially, who put everyone else and every other commitment they have ahead of themselves. The problem is when you're giving that much and not replenishing, eventually you're going to burn out. You can't fill a cup from an empty pitcher. You need to be doing the things that are necessary to show that you can support the people around you. You're not going to be any good to them if you're burnt out our depressed, if you're stressed out, you need to make sure you're taking care of yourself first, so you can take care of the people around you. It's not only take care of yourself, just do it first.

Suzie: I like that.

Anna: It's like the airplane, but the oxygen mask on before you put it on someone else.

Suzie: It's a habit people get into it. Everyone around them gets into it, so we just keep on. It's a changing of a pattern.

Anna: I think it's changing of expectations for employees as well. Americans are particularly bad about this. But it's that certain level of expectation of productivity that isn't always realistic while maintaining proper lifestyle. Studies show over time that companies who make sure their workload is appropriate and they have enough time to care for their personal issues, those companies tend to do better over time every time. There's management and stuff, those processes aren't being abused, but most people, if you give them the right support they need to have a successful personal life, they'll do better professionally. No matter how much you want to, it's impossible to completely compartmentalize one or the other. It's less about time and more about stress level and keeping them in a good balance so that you're not bringing on into the other. When you go home, you don't want to bring your work stress

home, but you do, and vice versa. If you can design your life in a way to manage that better, it's better for everyone. Leaders can impact by leading by example.

Suzie: I love that you picked these two items because this business owner, who is basically looking overworked, and your next item you picked, it ties together, aware that his or her dress sends a message. It's an item we measure in the index, and people give you feedback. I would guess this executive had become aware of it, maybe, but slightly, because she hadn't done anything about it, but she engaged your services.

Anna: I think she became aware of it more for herself, but not on her business, until we kind of got into it. Then she saw a difference. She wasn't feeling good about herself, she hadn't been for a while, and she got to the point where she decided to do something about it, which is the first step. Some of the things we did to help her and some things we can do if they want to look awake and be properly dress and look prepared. It does depend on your environment. Using color properly. There's a joke about the seasons – spring, summer, fall. I will do color analysis and it does make a big difference. You put colors next to someone's face and you compare them and you pull down and darken those areas and the bags under your eyes, when you're wearing the right color, it can really help you look more awake. You're wearing a color that's really wrong for you. In a conservative environment, you can use jewelry to tie that in if you can't wear bolder colors, so there are different ways to tie that in. Grooming is going to be a big one. Attention to detail. It's anything of finishing touches.

People Forget "Grooming"

Suzie: What would you describe are the ones people forget about the most?

Anna: Well, for me, the one I see the most, all day every day. Fit of clothing.

Suzie: Huh?

Anna: A lot of people don't understand that can fall under grooming. Making sure everything that requires extra attention falls under grooming. The biggest thing I see by far – too big, small, short, long. All kinds of stuff. I think that for so many years, fit of clothing, it was in style of things to be too big or baggy, so some are still – like men's dress shirts. I can see someone and grab a fistful of fabric and it's still blousy. Tailoring makes you look slimmer and contemporary and more put together because there's less fabric to come untucked and look puffy. It flows into style as well. Staying current. You don't have to be top, whatever is on the magazine cover. Those are fads anyway. Those are going to go in and out of style quickly. It's up to date. You can see it in jacket length, or lapels, finished touches like that. Updating your wardrobe every once in a while, showing your age and showing that you've had them for a long time. There are some pieces that can stay in your closet a long time. That doesn't necessarily mean you can still wear them. Most people are fairly different every five years. You need to make sure the majority of your wardrobe is changing every year. You're really different from 25-30-35-40. Your clothes should be changing with you. They get used to something. Sometimes, what's funny, is they'll get used to wearing something that's too old for them and they're aging into their clothing. In that still drags you down. IF you're ten years younger than the way you're dressing, that's going to add to that fatigue look, it's not going to match.

Suzie: The current thing – I like to look at clothes and I'm not good at it, it's not a strength. I'm also a nerd, I'm all caught up, and it's made a huge difference for me to have someone I go to every season and we go through what I have, what I need to get rid of, what's new, what's right on me. That fit isn't right? It isn't? No.

Anna: One of the things I love, it's so funny when you talk to people about fit, and then you show them, you let them compare it to something else. I love, I'll bring binder clips. That's one of the things where we talk about fit, you can be like, look. This is especially with women, men are size conscious. Some women hate going up a size and tailoring down. It's super common, especially if you're doing dresses. You have to fit to whatever the bigger part is and tailor to the smaller part. The only person who can see the number in your clothing is you. Everyone else can see the fit. Just because you know you're wearing an 8 and it doesn't look good on the outside, it doesn't help. Wear the 10, make it look perfect.

Suzie: What happened with the business owner? It's hard for us to change and reach out, so kudos to her for doing that. I'm aware I don't feel good about myself, so that was a big step.

Anna: That was a big step. So, we took a look at her wardrobe. First, I look at your personality. I get to know you as a person, etc. That all needs to tie together. It doesn't matter how awesome and outfit looks, you won't wear it if it takes a lot of effort. I have to understand what your life is like. Whether you're a mom on the go, or a high-powered executive, it has to fit with your lifestyle and personality. Then we go through the closet, figure out what's going to stay or go, they had a lot of stuff that looked dated and worn out. It was one of those things where she had the money, it was just a time and energy and effort issue, not a financial thing.

Suzie: Maybe kind of a nerd, kind of like, I'm into my thing. You have to outsource!

Anna: We went through all of that, figured out what needed to stay and go. I looked at her clothes and figured out what needs to be replaced, and found what needed to be worn or dated and you know, you got really great use out of floral jacket, let's get a new one, more modern, cut a little better, and spend more money on it so you can use it the way you used your old one. I like to make sure to do a lot of go-to times, if you update how you dress habitually, it makes it easy.

Suzie: Not like a huge lifestyle change.

Anna: Like, I don't know how to wear this – I'll wear it the same way I used to, now it fits better. We also did hair and makeup and how we talked about what her routine is, we put together something that is like a five-minute face and we went over what that looked like to her. How can she use make up a not look super done-up. We talked about hair color. I wanted her to get to the color ---

Suzie: She was not looking put together.

Anna: It was two-inches of root in her hair. If you're going to dye your hair, you need to make the commitment, if you're not the kind of person that doesn't go regularly, make sure your color grows out more gently. That was one of the things we looked at as well. We went shopping. If you don't know what fits, the sizes, the brands, we went back and put some outfits together. Put the accessories in there, gone through and made sure things that got tailored and got tailored. I took her to my tailor that I

love. I put together a look-book for her because she forgot how to care for something. That is always a big help for people. We talked about the changes and how they're making her feel and the psychology behind it. What ends up happening every time, I get texts about how excited they are to get dressed every morning. There's an energy and vitality to use the index that come from feeling good about yourself and from having that confidence. The next time, we did an update six months later. I was asking her about how things were going at work. That things were good, the staff was more energized, they got more clients. She wasn't at the time. She wasn't being a leader. She was the owner and manager, but she wasn't leading. There's a big distinction between an anger and a leader. She wasn't someone people wanted to follow and emulate. When she got back to the confidence in herself, her business started picking up a ton. It made it easier to delegate things sometimes. Outsourcing. It takes one negative experience to try to never give anyone important every again. It made her more comfortable to trust other people to do things that were important to her.

Suzie: Because she asked you for support?

Anna: Yeah, and because it went well. She was one of those people who is kind of a control freak. A lot of executives are

Suzie: Shocker

Anna: Yeah, the world did not end.

Suzie: In fact, she was feeling good about it.

Anna: When the next opportunity came around to have someone take something off her plate, she didn't fight it.

Suzie: Many people used the index I use, were people measure their social altruism, it's not that they don't like to give, they're more intentional about their giving. Executives don't score that as their top priority. Sometimes, when you aren't intentional about giving.

Anna: And just because you can doesn't mean you should. You don't want a leader who is overworked. It's something is going wrong if they're having to work this hard all the time. There are pushes where you have a big deadline, but when that's your all day, every day, that's a signal of a larger issue, and it might not be with the business. That awareness that a leaders' dress and demeanor set expectation, is the best way to do it, it goes for everything.

Suzie: If we can't do it for ourselves, who can we do it for ourselves. On the assessments, I always hope the executives do it first. They take it and they experience it and they're like now I get the message from this, I'm learning from it. Then you can roll it out. It has a lot more credibility. You can't preach being orderly and organized if you're not doing it personally.

Anna: If that's not your strength, that's okay, you need to have someone doing it for you so you're sending that message. A lot of leaders are big picture people. I'm a big picture person. I can miss things when looking over paperwork. That's not my strength, whenever I can I have someone else do it for me.

Suzie: Absolutely.

Anna: It's one of those things where people think it's a sign of weakness to have that. It's one of the things, looking at a job description, everything says detail oriented, but not everyone is. Figure out what your strengths are. Play to those, and accept your weaknesses gladly and give those to someone who is awesome at them.

Being Present with Your People

Suzie: We're so sync. We were talking about growing up and the same thing, we're talking about so much of what I'm doing is happening on the job. It's the same thing about being present with your people and where you are and allowing for it.

Anna: Being present with your people is so important. As a leader, a good leader has a huge impact on the team. So, to me, a leader's job is to be a leader. Anything else oriented should be delegated. You should have strong teams' underneath you to take care of that stuff and keep people motivated and engaged to deal with things that come up and have an image and relationship with your team that's approachable and if they think you're overworked or don't have the time, there's too much going on, they're not going to come to you, and they will snowball bigger to things early on. If they had felt like they had come to you. I don't think people realize how much that trickles down. Taking that ownership and holding people accountable to your team and what they're working on. It fosters that culture within the team.

Suzie: There is some time involved. If people have been out of the habit of moving their body and doing some exercise and paying attention to what's in their closet. There's time you have to a lot to that. What I like about our topic today, talking about it, and how nicely you're tying it to their performance. We have to see the benefit and see there's going to be a benefit and take that time when we already feel like we don't have that time. If you can buy into the fact that you don't show up. You get feedback from others about your ability to influence. Hopefully that's the nudge. I see it all the time in offices. I see people looking overworked and fatigued, you have a better eye than I do on it.

Anna: One of the questions we're going to talk about, in the way of leaders, not coming across as energetic and alert. It goes again. It drains your energy as a leader and your job as a leader is to provide that energy to maintain that over any period of time without a cheerleader in the corner keeping everyone peppy and going and solving problems and making sure they can do their job to the best of their ability.

Key Actions for Being a Good Leader

Suzie: It's like having enough space, there is no space. What are some things that you recommend, I know we talked about what you did with this business owner? What are some key actions?

Anna: First and foremost, it's taking care of yourself. Always getting enough sleep. Sleep is important, there are more and more studies about how important sleep is and how it affects your overall health and well-being. It's a constant battle. I know better. Every time I make myself go to bed earlier than I want to, I know it'll be the right thing. Exercise. Diet. Drinking enough water. Simple self-care things are the first things we let go,

Suzie: We get busy, we're not sleeping, we don't go to the gym, we walk past the conference room.

Anna: those things, that's the issue with it, a lot of it takes planning and time and habit building. As leaders, most leaders end up getting paid pretty well and part of it to me, part of it is because leaders need to be outsourcing some of that stuff. You need to be paying someone else to do those things for you. That's how a leader maintains that leadership status over time, to me, I think sometimes, we talked about this, what's the point of making this money if you're tired and overworked and miserable all the time.

Suzie: Use that money to facilitate your life and your life will be more successful, success is happiness in your life, being eager to wake up in the morning.

Anna: There's a great Ted Talk by Amy Cutty. So, the topic is called your Body Language May Shape Who You are. Different body language, even if you're a shy person, you adopt the body language that is confident, you'll feel more confident.

Suzie: Power pose, right?

Anna: Talks about you're going to a big meeting. You can't stand there for 15-30 seconds and be in that position. You'll have some more confidence because you're taking up more space.

Suzie: Energy, right? You'll have more energy. I love that you referenced that.

Anna: Using your body language for like 30 seconds, not even enough to get super out of breath or break a sweat or anything. Get that oxygen back, pumping through your heart. Making you look healthier. Doing a couple of those things before a big meeting, especially when you have to pull out that cheerleader stuff, peppering yourself up, you have to bring that energy and believe it for yourself if you're going to make anyone else believe it and buy into it. A second ago you mentioned we were talking about success, and I keep jumping ahead, sorry.

Suzie: It's all flowing so perfectly, we're on track!

Anna: One of the other things, when I think of the word successful, who is the first person welcomes to mind. First, it's really famous celebrities, high-tech, Steve Jobs. That's what we've been told success is. I have that instant thought of people who are successful. Then, take a second and be like, what do I think success means. To different people, success is different things. For me, the people I find successful are those who have that work-life balance, to those who have it all. There's always someone who could do more. There's always like "I could do more" but this is a happy medium for me. Family and friends, making sure you understand what your priorities are and building your life around those. Successful people have an impact on those around them. IT doesn't have to be Steve jobs, having impact on people around you, is that trickle effect. You throw a rock into a pond and you see all the ripples go out. It will positively affect the people that re working for you. IT will positively affect your friends, and goes on from there. And finding things you're passionate about. It doesn't have to be your big passion. People feel like they have to follow their dream job. There is a balance between finding some dream job and you can still be passionate about something and do well at it and be impactful that way. I think that's a



powerful thing people can take away from what I think success is. Learning to be passionate about what you're doing even if it's not the ideal thing for you.

What Advice Would You Give Your Younger Self?

Suzie: It's all how you decide to focus on it. Awesome. What advice would you give your younger self?

Anna: Just to take care of myself. There were times when I was younger where I let people's opinions shape mine. Listened to thoughts and values and adopt them as my own. It didn't feel right at the time, but I did it anyway. To take care of myself. To value my opinions and thoughts and to trust what's good and know what's good for myself. Don't let someone else make you feel a certain way, or make you feel like your opinions aren't valid. That's a big thing for me, looking back, I was like, why would you think that's the right thing for you? Hindsight is 20/20

Suzie: During, it's just not. Often, you think about those times when we've not made the best decisions personally and professionally, usually when we're overworked, we've gotten out of balance. Caring for yourself is what you're talking about in regard to rest, exercise, good in your body, who you are in your body, walking into a room – if we're not feeling that way, the decision we're making are hindered a bit. Less than full place. Less than the best of who we are place.

Anna: Mhm.

If You Had a Billboard Anywhere, What Would It Say?

Suzie: The more I take care of myself, the more I can make better decisions and do more. If you could have a billboard anywhere, what would it say?

Anna: It would say be kind. People need to be kinder to themselves and others around them. I think that makes so much more of an impact that we realized. Being nice. Changing someone's day. Make that part of your life have a huge impact in really positive ways.

Suzie: Perfect billboard. Being nice. You're doing that in your busy life, not only with your image consulting and the other work you do, plus the way you help military veterans --

Anna: Don't get me started, I love talking about that. I meet so many incredible young people who have given up 4-6-10-20 years of their lives to serve our country, and I want to make sure they have all the tools to be successful. Civilian life in the military life. But --

Suzie: We need to give back and we're doing it – you're being kind on many fronts, my dear.

Anna: I appreciate that. That's my life goal. To be as nice as I can and help as many people as possible.

Suzie: You're meeting people where they're vulnerable. Image. Opening to someone and saying I don't feel good about how I look.

Anna: I try to make sure people are comfortable with me and trust me and open up to me.

Closing Thoughts

Suzie: It's so rewarding. I can tell you're passionate about it. Let's close with one last bit of wisdom, but let's take away from our discussion today. If people could take away one thing, what would it be?

Anna: Take care of yourself. And as leaders, people in the world, support and listen to those around you. Taking care of your people is the best way to get good at your product. The best way to be successful is to take care of them. Make sure they're challenged. Don't let people say, "I'm going to coast." Expect more from them and yourself. That will help everyone be better.

Suzie: Expect more from them and yourself.

Anna: Don't ask more of other people if you won't put the work in yourself.

Suzie: What's the best way for people to reach you?

Anna: They can go to my website which is theelevatedimage.com or email at anna@theelevatedimage.com. I look forward to hearing from anyone.

Suzie: I'll make sure your LinkedIn is on the show notes and the contact information on the website.

Anna: Thank you Suzie! I appreciate you having me on.

Summary of Interview with Anna

Suzie: So, a good interview with Anna, and if you felt like some of what she was talking about. Somebody who may be feeling overworked, showing up, looking fatigued. Now, you're more aware you're sending a message you might not be intending to send. I like what you shared about color, grooming, staying relevant. Some women are wearing clothes that are older. They're aging into their clothes.

I mentioned in both interviews around trying to stay relevant. I use a clothing like KABI, I have a stylist, I go two times a year and helps me with the closet and throwing stuff out and takes all the tension out of the clothing and showing up for meetings and speaking and in front of a large group. I want that to be a non-thought. If you're interested in the KABI stuff, I can put that in the show notes, too. That has helped me a lot since this area is not my strength. She mentioned a video by Amy Cutty, we'll have a link to that in the show notes. Amy Cutty's video is very interesting because it talks about power pose and body language, she does an awesome Ted talk on that.

I like also her reminder of take care of yourself. That being the last bit of advice, take care of yourself. You're being called upon in so many areas. Influencing a lot of lives, you have to influence and take care of your own life, first. There's an app on the iPhone and it's available for free. If you're trying to put a little better job of putting yourself first and making sure your cup is full, look at that app and pick three things you'd like to be doing more if your day seems to get forgotten. I get a reminder in the morning that I have some habits. I started with my fifteen minutes of tune in time every day. I always advocate for that. Could be reflection, prayer, whatever. Making sure I'm drinking half my weight in water, and when I get busy that could drop. Sometimes I don't get enough activity. I do 30 minutes a day of



something physical. Some days it's a hard workout, some days it's going up and down the stairs, something physical for a minimum of thirty. It's interesting to try to hold yourself to that because you don't realize how busy you get, if you love your work and are in demand. It's easy to out that caretaking of self, a business owner, executive. Its not productive to do that. I have found with the productive app that you're needed through these things. Forcing these things to focus on it in the calendar. You get a little band going of time. I've done eight days straight of meditating. I've done thirty minutes of doing exercise minimum. I started adding things, like core exercise. So, I'm doing a one-minute plank every day. But you start with just a couple of things. It's' amazing. In 70 days you're twice improved. You don't need an overhaul. Incremental things, a little bit every day. Small efforts add up. How now, fifteen minutes of quiet time for me is normal. I haven't let that slip again. Nobody else is going to take care of you. Necessarily. To make sure you do those things. That productive app is on your phone, it's free, you can't miss it. I hope you are taking care of yourself.

If you have suggestions, ideas, or insights, you can reach out to me, priceslessprofessional.com and our twitter and Facebook page at Wake up Eager. Please send me any suggestions or topics you want to hear more about and don't forget we have an app for the podcast and don't forget where our show notes are priceslessprofesional.com/style. It's influencing how others view how well you build trust and how they see you, and whether they see you as credible. Those are other parts of the executive presence we're talking about. Take care of yourself and have a great day! All the best!

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