



Athletes' Image Development

"To insure that athletes project the best possible image"



Are you looking for an edge to attract the attention of recruiters?

Players everywhere, regardless of sport, are looking for an advantage over their competitors. They want to stand out from the crowd. Younger players are looking to gain attention from premier teams and leagues, or are competing for scholarships to Universities with varsity programs. Seasoned players want to lock down a position with a professional team. Players work hard to ensure their performance is top notch in order to attract the eye of a Scout or Recruiter...but sometimes hard work and dedication simply isn't enough.

While these young people are in our care it is important to provide them with as much preparation for adulthood as possible. This does not mean pedantic lectures from authority figures about right and wrong. It means having a dialogue with them about how a society functions well, the importance of treating people with respect, their role in society, valuing others, and living with integrity. Our one-on-one coaching is designed to position the Athlete as a "class act" with a "presence of greatness." In

other words it is important to teach them the rules of etiquette.

Purpose: From mastering the art of fine dining, to business events and charity functions, players must be comfortable and self-assured in a variety of social situations. This program will help to enhance the athletes' self-confidence, as well as, better prepare them for the future. Sometimes it's the little things that make a big difference. Investing in the total athlete is a benefit to any team and its brand. Whether on or off the field, players need to be the best they can possibly be – "Sports do not build character. They reveal it." (Heywood Broun)

The Topic: "Athletes Poised to Impress" — Athletes learn basic manners and communication skills with a strong focus on respect and value for others, integrity and putting people at ease. Content is geared toward life today.

Details: Knowing the proper social graces allows Athletes to feel confident and poised. It is important to equip them with sound social skills. We must remember that even though they seem very mature, they aren't, they have just been bombarded with adult content and in turn copy what they see and push the limits as far as they are allowed.

Outcome: Young people deserve to inherit a world with manners. If we allow rules of civility and etiquette to slide, they assume that manners have no real intrinsic value and need only be used when convenient. Arming athletes with the proper etiquette and social skills to feel comfortable in all life situations is a gift that they will use naturally.

Classes are offered to Individuals, Universities, Schools and Private Organizations. Customized programs. In home Family training. Afterschool classes. One day and ½ day seminars. Group "Manners parties". Prices vary per location.



TOPICS ADDRESSED



• Meet and Greet Essentials
○ Introducing Yourself & Others
○ Responding to Introductions
• Nonverbal Communication
○ Five Types of Handshakes you want to avoid
○ Eye Signals / Eye Contact
○ FYI-Examples of Body Language
• Tact and Discretion
• Rudeness
• Saying “No” and Hearing “No”
• Lack of Affect
• Establishing Boundaries, Propriety (and Sharing)
• Gift Giving and Receiving
• Attending a Party
• Table Manners
• Proper Attire
• Good Grooming and Hygiene
• Dealing with Teasing and Bullying
• Skillful Conversationalists
• Cyber Civility and Social Networking
• Dating Etiquette
• Preparing For an Interview
○ With Recruiter/Official/Scouters
○ With Media
• Relaxation Technique Perfect for Pre-Interview Jitters
• During The Interviews
• List of Generic Interview Questions
• Guidelines for Successful Interview Dressing
• Checklist for the Interview Day
• After The Interviews
• The Importance of People



Presented by **Elaine M. Simmons**, President
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Elaine M. Simmons, professional image consultant and corporate trainer, has more than twenty years of experience in fashion, hospitality and protocol services. She has long been fascinated by the power of image and the way people can use their personal brand to positively influence their careers. Having spent years observing, supporting and influencing people's career paths, Elaine has witnessed how important the role of a professional image is in setting a person apart from their competition. As an experienced consultant, a speaker retained by companies, an effective trainer, and an enthusiastic workshop leader, Elaine is familiar with the typical challenges professionals face in their workplace. She has a proven track record in corporate and individual consulting. Ultimately, her ability to empower people to influence the success of their career and her passion for fashion has led to her launching Exclusive Corporate Image based in Pompano Beach. It is here that she uses her expertise to help clients project a powerful visual image of themselves to the outside world.

HER TRAINING

Elaine was trained and certified as a Corporate Etiquette and International Protocol Consultant by The Protocol School of Washington®, the leader in etiquette and protocol services. She was additionally trained and certified as an International Image Consultant by AWIS Beauty, using the curriculum of the Australian Image Company. In 2006 she received her FLC Certification from the Association of Image Consultants International.

HER PROMISE

Consultations and workshops with Elaine are applicable to the real world. Participants leave with valuable skills, techniques and tools they can put to practical use. Elaine's presentation style, while personable, is also authentic and professional so she won't detract from the focus of the session with inspirational clichés or an overzealous manner. All consultations are personalized to meet the needs of the individual or corporate client, offering customized solutions that can be put to use immediately. From individual counseling to corporate consulting, Elaine puts her clients at ease and is mindful of their objectives and their busy work schedules.

HER SERVICES

Elaine's services include Business Etiquette & Dining Skills Training, International Protocol Guidance, Body Language, Image and Color Analyses, Wardrobe Audits and Personal Shopping. She is the creator of 'From the Classroom to the Boardroom' a program to help students prepare to enter the workplace.

Look Great, Feel Great, Be Great!

Contact Us Today!!

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