

## COURSE DESCRIPTION

# CHW173 – Your personal Impression – With Style to Successful Business Relations (Men)

### Course goal

In this course you will receive advice and hints for a confident personal style and image. You will receive insights into the world of colors and their meaning. You will reflect on your own personal style and learn how to adapt it to different situations and people. In the course, you will learn methods for using your image to create a positive impact.

### Main learning objectives

#### Participants

- learn the importance of appropriate clothing for a winning image
- are aware of how their personal appearance affects the image of their employer
- know how to adapt their visual appearance to their personal type
- know which colors and clothes particularly flatter their type and how they can combine them to suit their figure
- know the basic rules for hairstyles, spectacles, and accessories
- know the impact and message of colors
- are aware of the impression they make as an individual on other people.

### Participant profile

The seminar is particularly recommended for male employees with direct customer contact and/or who hold a managerial position.  
(For women see CHW172)

### Prerequisites

Interest in learning how to create a lasting and competent impression. Interest in fashion and willingness to reflect on, and modify, their own style.

### Topics

Morning (8:30-12:45)

- The appropriate choice of clothes – clothes as image factor
- Elements of style – matching style to proportions and personality

- Building a business wardrobe
- The world of colors incl. warm/cool color analysis

Afternoon (from 13:15 each 20 min. individual coaching)

- Individual color OR style consulting
- Color consulting:  
Definition of color type after the „Four Seasons Principle“
- Analysis of individual and proper colors and their combination
- Application of personal color guide
- Style consulting:  
Tips for your personal wardrobe
- Evaluation of 3-4 clothes for your everyday business life
- Analysis of your personal style and its clothes

### Course type

This is a face-to-face class room training with min. 7 and max. 8 participants.

### Learning methods and tools

Short lectures, workshops, individual tasks, individual advice.

**Laptop** or tablet is required to have access to the e-documentation. Please bring your own device.

### Duration

1 day