

# THE P.A.T.H. SEMINAR

**P**ROFESSIONAL

**A**WARENESS

**T**RAINING

**H**HEIGHTS

*CHANGING THE  
WAY PEOPLE  
THINK...*

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Proprietary to Helen Perry  
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**HOW**

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- **PRELIMINARY OBSERVATION:**  
Helen Perry observes culture of corporation or department prior to seminar followed by design time with coordinators in order to focus on specific areas of need and desired outcomes.
- **SURVEY OF PARTICIPANTS** (Please see attached.)

- **GROUP PRESENTATION**

- **ONE-ON-ONE CONSULTATIONS**

**PURPOSE**

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A consistent image is essential to the success of business in today's competitive marketplace. The purpose of the P.A.T.H. Seminar is to provide a foundation upon which your corporation can establish a credible, consistent and distinguishable image with executives, employees and new-hires. **P.A.T.H. changes the way people think.** This statement of quality and excellence shapes the competent professional image that has been outlined for a particular company's culture, growth and success. Participants leave feeling empowered and encouraged to reach optimum levels in professionalism and productivity. At no time in the **P.A.T.H. Seminar** will any participant be critiqued in a negative or demeaning manner. **Buy-in/endorsement from the executive level is a critical success factor in this training.**

**DELIVERABLES**

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- Heightened awareness of specific elements of personal appearance, communication and protocol that give participants a competitive edge in their marketplace.
- Resources available in and around the Houston area for

stores and professionals in the areas of dress, appearance, speech and overall presentation.

- Bibliography

- Specific individual growth and improvements through empowerment in group and individual training sessions.

- Handouts

- Training Manuals (optional @ additional cost)

## LOCATION

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Training facility conducive to slides, and video. (Dining, if necessary.)

## FEE SCHEDULE

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1, 2, or 5 hours

### **Investment in your employees:**

- 1-Hour Introductory Presentation: \$2,500
- 2 One-hour presentations-same day: \$4,000
- 2-2 1/2-Hour seminar fee: \$4,000—1 presentation
- 2 Presentations-same day, 2-2 1/2 Hours each: \$6,000
- 5-Hour Workshop: \$8,000
- Individual Consultations: \$1,750/day (8 Hours in Houston)
- Additional \$750/day plus expenses for travel outside Houston
- Additional \$500-\$2,000 for customization, design time, musical accompaniment at presentation
- Customized Training Manuals \$75 each

### **Retainer: 2-12 days/month:**

- 3 - Month retainer: 5% fee reduction
- 6-12 Month retainer: 10% fee reduction
- 50% Deposit secures date.
- Balance due upon completion.

Cancellations may constitute forfeiture of deposit.

# P.A.T.H. SEMINAR FORMAT

## INTRODUCTION - EDUTAINMENT

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Comedic exaggerations of situations related to industry or profession of participants 5-25 minutes (choice of client)

- Results of survey reported
- Statistics/findings on non-verbal communication, dress, protocol in the marketplace

## PROFESSIONALISM DEFINED

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*An occupation requiring advanced training*

## DEFINITION OF PARTICIPANTS' ROLES

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- Entry Level, Project Managers, Senior Management; etc.
- Discussion of challenges, goals, possible solutions

## S.O.S.- SIMPLY OUTSTANDING SERVICE

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- Internal/External customer
  - ◆ Attitude
  - ◆ 6 Basic Customer Needs: Friendliness, Understanding & Empathy, Fairness, Control, Options, Information
- Inviting Telephone Style
- Improvement Strategy

## SLIDE PRESENTATION

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### DOES YOUR APPEARANCE REPRESENT WHO YOU REALLY ARE?

When our physical presentation does not reflect who we are and what we are about, we send out mixed messages which are confusing to others. Visuals and examples illustrated through individuals, slides and clothing.

### NON-VERBAL COMMUNICATION

55% of our communication is through our physiology, 38% through our tone of voice and only 7% through the spoken word. Further data provided. Research of first impressions discussed.

### DEFINING BUSINESS DRESS VS. BUSINESS CASUAL VS. CASUAL

Slides & clothing illustrate what constitutes each category. Appropriateness/ Inappropriateness. Discussion or introduction of dress code. Live makeover (optional)

### COLOR THEORY

Translated to individual skin tone, hair and eye color. Examples of men and women dressed in flattering vs. non-flattering colors in clothing and cosmetics. Terms defined include *warm, cool, hue, value*. Psychology and affects of clothing color on people.

## FOUR METABOLIC BODY TYPES

Dressing to maximize assets and minimize liabilities. (Women) Endomorph, Mesomorph, Ectomorph (Men).

## TAILORING

The importance of personalizing garments to the individual's body proportions. Specifics illustrated through pictures, clothing and participants.

## CHANGE

*Today, loving change is a prerequisite for survival, let alone success.* --Tom Peters

Before and after slides of client makeovers illustrate the positive results available to those willing to grow and change with the use of professional hair, makeup and image consultants.

## MAKING CHANGES THAT COUNT

Illustrations regarding clothing, accessories and makeup. Before and afters. Easy, affordable solutions.

## MENSWEAR

Examples of the many options available in menswear; influence upon women's clothing. Appropriate collar widths, tie knots, fit, lapels, etc. Emphasis upon consistency of clothing and image of organization/corporation.

## WOMENS' WEAR

Various examples illustrating options between slacks vs. dresses vs. skirts; vests vs. jackets. Proportion of jacket/vest/belt to slacks or skirt.

## BUILDING A CORE WARDROBE

Where to start and how to dress on a reasonable budget. Illustrate differences in poor, moderate and fine quality clothing and accessories. (Example: The benefits of investing \$25-\$50 more in a pair of quality leather shoes that will be more comfortable and lasting.)

## TRENDS

3-year trend cycle. How to predict whether or not a purchase is a wise one. Inform and update on clothing available in stores. Investment dressing: timeless, classic pieces of good quality.

## RECOMMENDATIONS

Purging your closet. Best bargain shopping, tailors, hairdressers, dry cleaners, etc. *K.I.S.S. Theory--Less Is More*

## BODY LANGUAGE

Approachability, handshake, distance, space, posture.

## CLOTHING

### DEMONSTRATION

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*My people: It is not a crime to be poor, but it is a sin to dress poorly.*—George Hamilton in *Zorro*

## TELEPHONE

### COMMUNICATION

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Greetings, voice mail, hold, handling complaints, What NOT to say, returning calls, pagers: voice, digital, message, etc.

**Speaker phone, tape recorder, headphones, one-on-one coaching, evaluations of strengths and areas to improve.**

## **VOCAL QUALITY**

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Inflection, Breathing, Diction, Personality  
Tongue & Lip Exercises

## **VERBAL COMMUNICATION**

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Word choice: *Excuse-Proofing Our Dialogue*, I messages vs. You messages.  
Building on previous training in culture.  
Goal setting.

## **ETIQUETTE**

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Dining, Office, Customer Service,  
International

## **PARTICIPATIVE DESIGN**

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*What kind of a company would my company be if everybody in it was just like me?*

The Universal Maxim—Emanuel Kant

Q/A (Audience participates in the design of moving forward) 20-30 minutes

## **MOVING FORWARD**

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*Work hard and you will succeed.* –  
Baron de Rothschild

Strategies, goal setting, discussion, sign up for individual consultations.

## **FOLLOW-UP**

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INDIVIDUAL OR SMALL GROUP  
CONSULTATIONS (See *Image Consultation Notes*) 8-14 staff members per day meet privately with Helen Perry for 20-25 minutes individually to define strengths and polish areas needing attention. Topics discussed include various aspects of personal appearance, demeanor and communication style discussed in PATH Seminar and on *Image Consultation Notes* form. Color analysis available. Followed by written recommendations.

# MEASURING RESULTS

## CALL TO ACTION

Participants list two skills that they will immediately apply. Small group sessions to encourage, motivate and report progress.

## MYSTERY SHOPPING-TELEPHONE

Consultant reviews telephone skills as prospective customer. Tape recording available.

## MYSTERY SHOPPING - CUSTOMER SERVICE

Consultant reviews presentation and customer service skill as prospective or actual customer followed by written/verbal review.

## TELEPHONE TECHNIQUE

Intensive vocal and dialogue instruction. Tape recording of vocal quality, word choice, tone used to illustrate effectiveness. Group or one-on-one coaching of articulation, tone, pronunciation, diction, inflection, etc. Voice mail review.

## ETIQUETTE

Instruction through lecture and dining experience (lunch or dinner)

## LIVE MAKEOVERS

Before slide of employees is shown followed by their appearance in clothing, hair and makeup previously coordinated by Helen Perry. Personal shopping, haircut/style, makeup lesson scheduled 8-10 days prior to seminar. Employee or employer determine party responsible for purchase of new clothing. (\$550/person includes consultation, shopping, makeup/grooming lesson, haircut & style)

## TRAINING MANUAL

34 Pages (1 Dozen: \$75 each, \$25 additional copies)

- Dressing, Grooming and Manners
- Shopping Resources
- Telephone Technique
- Voice/Articulation
- Etiquette
- Goal Accomplishment

## OTHER REQUESTS

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I agree to the options indicated above and authorize Helen Perry to begin project on

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Signed,

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\*This format is an overview designed for flexibility and input to deliver optimum, customized results.