

Guidelines for Communicating Your Brilliance!

1. **Clarify your goals!**
2. Take a deep look inside and **ramp up your self-awareness**. This includes being confident in your skill set, knowing your personality, what energizes you and what depletes you, your values, and your learning style
3. **Know your audience!** Whether you are selling a product or leading a team, you always need to learn about your audience to successfully connect.
4. **Determine your unique style**. Learn about your leadership style, innovative style, selling style, and fashion style. Once you know your goal, your audience, and who you are on the inside, you will be able to navigate the appropriate style that becomes you and reaps powerful benefits.
5. Think about the **psychology of color**. For instance, red means both power and aggression, so if you are a counselor, you may not want to wear red when working with clients. Brown, on the other hand, symbolizes parental archetypes and is a perfect color for encouraging listening and displaying empathy. Jewel-toned clothes are more powerful and attractive than food colors.
6. **Body language, along with your attire, is one of the two most important components of charisma.**
7. **Remember that the focal point**, where you want everyone to be focused, especially when giving a presentation, **is your face**. Therefore wear clothes that direct the attention to your face. That means wearing colors that light up your face versus making your face look drained and drawn, wearing solid versus prints, and paying attention to hair style and jewelry.

Jane Schuette gets Meaningful, Transformative Results

Jane Schuette boldly brings an inspiring twist and thought-provoking ideas into the corporate realm. She tosses out the policies manual, breaks down personal and professional barriers and helps leaders attain a cohesive and happy work environment.

Drawing from her 25 years as a dynamic speaker, respected coach, and experienced facilitator and consultant, she's crafted a process that uncovers an individual's authentic self. It's this reconnection to self, infused with positivity, that gets meaningful, transformative results.