

Advantage Of Image Management



Commerce

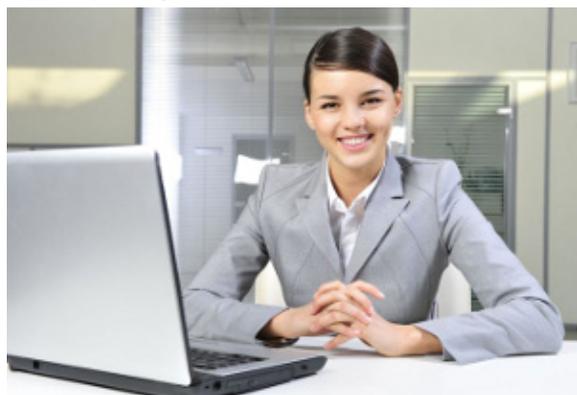
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Mr. P.B REDDY	RESEARCH SCHOLAR DEPT OF MANAGEMENT S V UNIVERSITY, TIRUPATI 517502
Mr .M VENKATA KRISHNA REDDY	INSPECTOR A C B KURNOOL
Dr MORUSU SIVA SANKAR	ACADEMIC CONSULTANT DEPT OF COMMERCE, S.V. UNIVERSITY, TIRUPATI 517502

ABSTRACT

This article presented only research purpose. Managing one’s image is the key to success in any walk of life. It is easy to confuse image management with a makeover, or attending a motivational or grooming workshop or getting a new hairstyle or buying new clothes. Image Management is much more than that and it involves ongoing evaluation and better utilization of personal resources. Drawing a direct comparison between managing a business and managing your image, in a business, there are various roles, played by different people, and they have certain resources at their disposal – people, marketing tools, IT, finances – which they are expected to make optimum use of in order to achieve the goals in their respected roles. Unlike in a business, where different people have different roles, when it comes to your image, it’s just one person, that is, YOU.

You play multiple roles, which could range from being a parent and managing the daily chores at home to going out for parties with your spouse, and interacting with people from different backgrounds. If you’re a working professional, then you also have a professional role to play. The resources at your disposal are the different Image Elements, which you need to make optimum use of in order to achieve your different goals in personal, professional, and social life. These Image Elements are Clothing, Grooming, Body Language & Etiquette and Vocal Communication. Image management is about making optimum use of all these resources. Image management involves learning the science and art of optimally utilizing these elements for the achievement of goals in each role that one plays in life. It is the day-to-day management of these resources.



People from their opinion of a stranger within 3 seconds of setting their eyes on the person. Further, research has proven that a major part of the message that you communicate is visual. Given these facts, the image you project is the strong force that influences people’s perception. Although people take care of their appearance, some of the key questions they remain unaware of are:

- What constitutes image?
- Are you projecting the right image for the occasion?
- Do you know the why behind the image you project?
- Does your image have the desired influence on people?

What is Image Management?

Image Management is the ongoing, pro-active process of evaluating and controlling the impact of your appearance on you, on others, and the achievement of your goals. It is a science and an art that provides a framework, addressing all the elements

– clothing, grooming practices, body language and etiquette and vocal communication – that help create the right image for each role that a person undertakes at different occasions. Given that each person is unique, image management takes into account the person’s personal style, enhances strengths and downplays weaknesses while making optimal use of resources.

What Image Management is Not

Image Management is not personality development, which focuses only on the self, nor is it image makeover or grooming which focus on the outside. It is about managing the “image from the inside out”, creating the right image based on the real self (Inside) and projecting it based on the occasion (Outside). As such, it is comprehensive as opposed to personality development which focuses only on the inside, and makeover and grooming which focus solely on the outside.

Why Image Management?

Millions of successful people in different spheres of life – corporate executives, lawyers, doctors, other professionals, High Net-worth Individuals (HNI), socialites, housewives, celebrity wives and many more recognize that the right image makes people attribute confidence, superior ability and other positive elements to them. It opens doors, giving them access to decision makers, greater success in hiring and salary levels, allowing them to lead satisfied personal, professional and social lives.

Benefits of Image Consulting



The Image Management Consulting industry is at an exciting growth phase today, particularly in India. The time is right for image consultants to establish themselves and gain great pro-

professional and financial success.

Key reasons why people are choosing to become Image Consultants are:

- To be part of a fast growth industry
- Be in an interesting business that gives personal fulfillment
- Meet interesting people, know more about them and work with them
- Have the freedom to choose their own times and projects, yet retain the potential to expand
- Gain respectability as a teacher, coach, guide and trainer

Benefits of Image Consulting

Image Consulting meets all these reasons and more, allowing consultants to take control of their professional, personal and social lives. Growth Industry – Image consulting is reported in consumer trend lists and business books as one of the fastest growing businesses in today's service economy.

Financial Gain – Earnings from image consulting range from \$15,000 to \$60,000 within the first three to five years of setting up business, as per industry surveys. India, with its huge population and the resultant demand, has a much higher earning potential. If you are an early entrant, you stand to earn many times over that of later entrants with some of the established image consultants abroad making over \$100,000 a year.

Interesting Work with Great People – Being an image consultant is fascinating work, offering incredible variety. Each client is unique, providing new challenges that allow you to learn and grow. You work with some of the most interesting people at a very personal level, becoming instrumental to their success and making friends for life.

Personal Fulfillment – As an image consultant, you will use your knowledge, skills and creativity, turning your vision into reality to enhance people's lives significantly. The ability to see immediate results makes it a personally fulfilling sphere to work in.

Independence and Flexibility – If you start your own image consulting business, you will enjoy the independence and flexibility of making your own choices:

Set your own goals. Work full-time or part-time. Work only on projects and people you want to work with.

Work from home if you choose to. If you have children, they learn the business and a positive work ethic from your hard work. They can assist you in areas like copy work, sorting, mailing and more.

Expand as much or as little. Expand your field or the target market based on your interest.

Respectability – As an image consultant, you would be teaching, coaching and mentoring, functions that carry high social respect. You would be a sought after advisor and gain people's respect for changing their lives for the better.

Who needs Image Consulting



Everyone needs Image Consulting and most seek counsel in different forms. Some seek your advice on an individual basis, others make a group or corporate approach, yet others read your blog, follow your tweets and posts or listen to you speak in seminars and workshops about image management.

Why do people seek the services of an Image Consultant? The answer lies in their inability to answer the following questions:

- How do I build an effective wardrobe to project the desired image on each occasion?
- Do my body language, grooming and vocal communication project confidence and trustworthiness?
- How do I combine all the elements to project an image of capability and leadership at the conference?
- How do we create a corporate identity that enhances the corporate image?
- How do I project the right image at the interview?
- How do I project the right image that enhances people's perception of me as a homemaker?
- How do I project my inner self before, during and after a special occasion like a marriage?

Who Needs Image Consulting?

In today's world, practically everyone realizes the need to create a positive first impression. From succeeding at the first job interview, having a successful first meeting, creating a great impression at the new job or role, to having a great first date, success depends on the first impression.

A representative list of individuals and groups who need image consulting is listed below. ICBI curriculum trains Image Consultants not just to provide expert advice to each of them, but also in the best business and marketing approaches to reach them:

- High Net worth Individuals
- Celebrities and their wives
- Socialites
- Housewives
- College and University Students looking for success at their first interviews
- Professionals in different domains – Doctors, Lawyers, Financial Advisors and more
- People in the Public Eye – like Politicians, Corporate Communications Professionals
- Service industries like Retail, Hospitality, Airlines, Healthcare
- HR, Recruitment, Training Companies
- Consultancy Firms
- Corporate professionals at different stages of their career
- Corporations looking towards creating a corporate identity that enhances their corporate image and work ethic, involving code of conduct for different levels, days like Casual Fridays and different occasions

What are the Career Options before an Image Consultant?

Image consultants can choose among multiple career options to follow the one most suited to them. The options are many more than can be listed:

- Individual coaching to individuals and companies
- Group coaching to individuals and companies
- Corporate image consultants
- Retail image consultants
- Specific service – Marriages, Other special occasions
- Specific target market – Celebrities, Corporate Identity, Service Professionals
- Specific domain – International travel and interaction
- Sell a line of clothing or accessory – Hold a show and assist clients in making a personal choice
- Deliver keynote addresses
- Write columns and books
- Teach in community education classes and academic institutions
- Train image consultants

**And many more
What is Image Consulting**



While most people want to project the right image, they are unable to do so effectively.

An Image Consultant helps them find answers to key [image management](#) questions, some of which are below:

- What perception do I want to leave people with?
- Am I dressed to project an image of confidence and capability?
- Does my image influence my seniors, peers and team positively?
- Do people perceive me as a capable manager in my new role?
- Do I project an attractive image that enhances my personal and social life?

What is Image Consulting?

Image consulting is the process of empowering clients to reflect or project the confidence and competence that comes from an authentic, appropriate and attractive appearance for any personal, social or professional situation — to dress with substance and style.

Aspects of Image Consulting

Image Consulting takes a comprehensive approach, involving all the aspects of image that result in people’s projection of themselves, beginning with the inner image to the outward appearance.

It uses the Psychological, Social, Physical and Artistic aspects that emerge from the person’s characteristics while incorpo-

rating their Personal Style and managing the entire process through optimal Wardrobe Management, coaching in Grooming, Body Language & Etiquette and effective Vocal Communication.

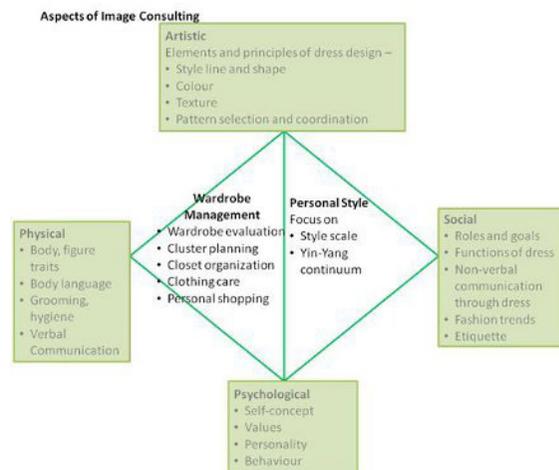


Image Consulting in India – a growing opportunity

[Image consulting](#) is reported to be one of the fastest growing businesses in today’s service economy as per consumer trend lists and business books. On a fast growth curve in India, it is attracting a large number of potential consultants.

Globalization

Globalization is exposing individuals, corporations and industries to the international sphere, requiring a different set of dress, grooming, etiquette, body language and vocal communication codes. Although India has some of the world’s best talent in technology and business, lack of attention to projecting the right image leaves them behind competitors from other emerging countries.

Competition

India is the youngest country in the world today. Statistics indicate that the average age of an Indian will be 29 by 2020. The result is that competition stiffens, forcing candidates who face campus placements, job interviews or promotions to project an image that exudes competence, capability and confidence.

REFERENCE

India is the youngest country in the world today. Statistics indicate that the average age of an Indian will be 29 by 2020. The result is that competition stiffens, forcing candidates who face campus placements, job interviews or promotions to project an image that exudes competence, capability and confidence. | References | [www.wikipedia journals](#) | [www.the Hindu news paper](#) and other sources |