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IT TAKES 7 SECONDS TO SNAG A NEW CLIENT

Are your employees up to the task?

New York, New York – July 7, 2014 Sylvie di Giusto unveils her new book, *The Image of Leadership*, which takes a look inside creating an authentic image for personal and professional success. As the owner of New York-based Executive Image Consulting, di Giusto shows executives how the combination of ABCDs – Appearance, Behavior, Communication and Digital Footprint – reveals a person’s story, and how that story becomes a company’s reputation.

Seven seconds is all it takes to make an impression. Di Giusto details how to bring a person’s interior and exterior into alignment to present a desirable, respectful image. The book is filled with relevant examples of what leadership *looks* like and who is on point in business and politics.

“A positive imprint is what ultimately boosts the bottom line of any career and business,” explains di Giusto. “It’s what captures clients, ensues trust and makes people want to do business with you. Employees genuinely want to tell your story, but can only accurately do so if the story aligns with their authentic self.” This book points out there are always two stories to tell, and why small business owners and large corporations should tap into *both* images for business success.

“There is no one-size-fits all formula when it comes to image,” reveals di Giusto. “It depends on the industry, corporate culture, career level and employee aspirations.” Using *The Image of Leadership*, companies can bring awareness to everything from clothing and speech to posture and online presence, and then align those things with company goals. “If an employee can convey trustworthiness, competence, a level of sophistication and professional desirability – within seven seconds of meeting someone – your company will appear genuine, strong and capable.”

The Image of Leadership takes readers beyond wardrobe. It features a thoroughly modern approach to helping individuals and companies understand how to create a positive, genuine image that stands out in the world – for the right reasons.

About Sylvie di Giusto

Sylvie di Giusto is a personal image strategist with the branding statement “People packaging is what I do.” She writes from 20 years’ experience as a human resource professional and as the principal of Executive Image Consulting in New York City. She is available for individual coaching, corporate group training and keynote speaking for special events and conferences.

Information about Sylvie di Giusto is found at www.executive-image-consulting.com. For press inquiries about *The Image of Leadership* or to set up an interview, email press@theimageofleadership.com. Visit www.theimageofleadership.com for photos and additional information.