



# Your Life and Business

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## ▶▶ Power of Color



Color is a very powerful communication tool. Why?

Because colors send messages

and affect your interaction with other people. At the same time, different factors including mood influence the choice of your colors and as a result you can choose the wrong colors and feel bad. Will you wear light or dark colors on a rainy day? Will you choose black because it rains? Will you be more approachable when you wear light colors?

Choosing the right colors helps you strengthen your personally, however, you should always think about what message you want to send. Different surroundings require different choices of color e.g. workplace, holiday, after work event, cocktail party. For example, if you are in business you should always think about the people you interact with.

Choosing the right colors helps you understand how to look confident, healthy, and young. If you wear YOUR colors, people will always remember YOU.

How to identify your personal colors?

We work together and you understand which colors don't go well for you and why. We will discuss all color combinations that work for your advantage and ways of their communication.

*Olga Henggi*

## ▶▶ It Always Matters What You Wear

You wear a business suit for work and casual clothes after work. You wear special clothes for special occasions. Have you ever noticed how differently you are perceived in different clothes? We dress to make ourselves feel confident and look good. If you wear clothes that don't match, you can feel bad and think that you've had a bad day but, in fact, you have the wrong clothes. Of course, you want to look great and that's why you should pay a lot of attention to your personal choice of clothes, shapes, and color combinations. Choosing the right clothes is not about spending a lot of money; it's about finding the best proportions, combinations, and matching accessories. Furthermore, if you want to look great, you should also think about your hair style, body language, and your personal image.

How many clothes should you have? Actually not so many but they should reflect your personality and help you perform better. I assist you in identifying the best style for you.



## ▶▶ Why Image is Important

Image is more than visual representation – it's a sum of how you look, what and how you perform, and how you are perceived. The first impression is a lasting impression and you want to distinguish yourself to be memorable and communicate this through your image.

Personal image is communication of your unique strengths, skills, values, and passion. You should understand how you are perceived and have clear understanding of your goals and strengths.

We work together on a strategy that helps you visually represent your image. In fact, everything that is visual tells other people about who you are. And remember, once you have developed your image, you should keep it current adding more emphasis to your personality.

## ▶▶ Power of First Impressions

You are constantly making first impressions. It only takes a tenth of a second and the first "judgment" is made. If you make a strong first impression, it means someone is more likely to interact and build lasting relationship with you.

Boosting the power of your first impressions helps you ...

- enhance your personality and strengths
- reflect clarity, confidence, and professional credibility
- be aware of your body language and learn how people respond to it
- discover and improve your communication style
- manage your business and social network work for you



Please contact me to arrange a **free** meeting with no obligation:  
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