



FIRST IMPRESSIONS OFTEN CLINCH THE DEAL IN THE COMPETITIVE CORPORATE WORLD

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IT IS perceived that attractive, well-dressed people enjoy the benefit of getting a firm foothold on the corporate ladder faster than their badly groomed colleagues. Add a strong knowledge of their particular business field, teamed with soft skills and they will outshine the competition.

Says Chata Romano, well-known South African style icon and makeover guru: "How you look is how you feel; if you are well-groomed and dressed for success, you feel more confident, take yourself more seriously, which reflects in your behavior towards others, creating a positive impression with those you come into contact with. Whilst there are people who suggest this a shallow approach, such people are often known to change their minds when they realize the well-presented colleague is racing towards success faster than they are, hence realizing they indeed also need to realize their full potential by making the most of themselves to get ahead in business."

Chata's business of helping people make the most of themselves has enjoyed enormous success in South Africa for nearly 25 years, resulting in her writing several books and notching countless successful makeover stories on her stylish professional belt.

Her **Corporate Workshops** address professionals, either aspiring to make corporate leaders or already in such positions, yet, wanting to enforce their presence in a competitive business world, where appearance is important.

According to a study done by *Dress for Success* guru **John Malloy**, 99% of executives said that social skills were prerequisites for succeeding in business and social life.

A confident speaker and the author of four best-selling books, Chata's success stems from her dynamic presence, vivacious personality and the ability to reach out to her audience – as a role model who practices what she preaches: *polished, professional and passionate.*

More than 150,000 delegates have attended Chata's Public Workshops and over 500 top companies have benefited from her **Corporate Workshops**.

Chata and her team of consultants live by "the triple P mantra: *Polished, Professional and Passionate – your image is, ultimately, your future.* The impression you create through your clothing can be very powerful. When your external image is in harmony with your inner-self, a wonderful feeling of confidence ensues," she says.

The **Chata Romano Corporate Solutions workshops** are comprehensive and innovative, ranging from half-hour to one-hour, two-hour and in-depth three-hour workshops to assist employees, ranging from entry-level corporate to the executive chairperson to fine-tune their appearance.

Corporate Workshops cover the important aspects of making the most of one's appearance, ranging from the importance of hair and clothing colours to the personality of colour, style solutions for specific figures, to her North to South vs West to East analogy.

Her courses also include the fine art of packing for business trips, versatile wardrobe planning, shopping cost-effectively by investing in a suitable wardrobe, demystifying the dress-code dilemma and becoming a polished professional, dressed for any occasion.

When asked what she enjoys most about her job, she states without hesitation: "I enjoy making people shine like stars! My passion is to empower women and men to become the best they can possibly be, from the boardroom to the shopping mall!"

A nominee in the prestigious Businesswoman of the Year 2009, she is clearly in high demand for her grooming solutions, public speaking and training academy.

"I opened my first 'makeover door' in 1990 in Cape Town, a week after Avri and I got married," she smiles. In 1993 Chata launched her National Workshops, by 1997 her and husband Avri published their books, in 2002 her Training Consultants initiative was launched and by 2004, the business expanded to Australia.

For more details on **Chata Romano's Corporate Workshops**, Consultations, Image Solutions, Public Speaking, Personal Shopping, Training and Make-overs, call 072 065 2591 and view www.chataromano.com

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