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“Sylvie says, ‘People Packaging is what I do.’ She is right. And she is great at it. She combines my marketing requirements of critical thinking and gut instinct. She uses scientific research, her years of experience, and interestingly her unique view as a European, to hone in on everything you need to do to improve your professional imprint.”
 – Jeffrey W. Hayzlett, Primetime TV Show Host, Bestselling Author & Sometime Cowboy

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“Sylvie is AMAZING. She spent a lot of time with me and the other director beforehand so she could cater her message to what we were looking for – and then she nailed it. She went above and beyond what we expected of her. She is a gem.”
 – Mary A. Bryant, Regional Director, Meril Sanofi Group

PEOPLE PACKAGING is what I do... **Sylvie di Giusto**
SPEAKER • CONSULTANT • AUTHOR • MOM

“This was the BEST presentation we had during this meeting and that I have ever experienced. There was so much value in what you left with us. I think you have taught me something that will stick with me forever and that I will be able to share with others in and out of work.”
 – Christina Bronne, Boutique Operations Specialist, Nespresso

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“Sylvie is highly knowledgeable in her area of expertise, personable, and engaging. The amount of positive feedback I received after the presentation was incredible!”
 – Linda Najok, Global Comp. & Benefits, American Express

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“When Sylvie walks into a room, she changes the temperature. When Sylvie talks, people listen. When Sylvie writes, smart people read.”
 – Jay Townsend, Political Consultant

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“Sylvie is an excellent facilitator, motivator and leader. I feel energized after all events with her.”
 – Heidi Byrne, Human Resources, Bloomberg

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[SYLVIE'S STORY]

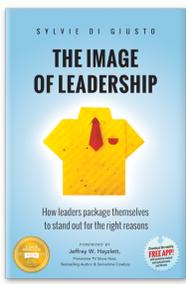
Austrian by birth, French in her heart, Italian in her kitchen, German in her work ethic and American by choice

Sylvie has 20 years of corporate experience educating and inspiring thousands of clients around the world. Throughout her career, she has held senior positions, mainly within Human Resources, at international organizations ranging from 10 to 100,000 employees. Today, she is a recognized member of the international business community because she has worked with every strata of management – from CEOs to young executives – within industries like advertising, automotive, consulting, consumer products, entertainment, financial services, food, health care, pharmaceutical, retail, technology and tourism.

Sylvie is fascinated by the power of image, and the way people can use their professional presence to positively influence a lifelong career. Over the years she has learned it's better to craft the way others are going to perceive you, rather than to sit back and hope it's going to be great. Her ability to empower people, along with her corporate background, led to her founding Executive Image Consulting based in New York City. Sylvie invites employers and employees to get real. She asks the necessary questions that enable professionals to think about professional image as much more than just fashion, clothing and appearance.

[SYLVIE'S BOOK]

The Image of Leadership- How leaders package themselves to stand out for the right reasons



Sylvie unveiled her book, *The Image of Leadership* in July 2014. Her book takes readers on a step-by-step journey through the development of a professional imprint. The focus is on those things that people perceive, with an emphasis on appearance and image. To corporate clients she offers a preferred pricing for her book, so they can provide it as a learning resource or valuable gift to their employees. The book also comes as audio book and with a mobile app, available for Apple and Android.



The Image of Leadership is part of the C-Suite Book Club, a premiere source of the world's leading business books for C-Suite leaders and business executives, featuring best-selling authors covering a range of topics, including sales, marketing, leadership, finance, social media, and management. Sylvie's book and her work also have been featured on Bestseller TV.

[SYLVIE'S AREA OF EXPERTISE]

The A B C D's of a professional imprint:
 Appearance, Behavior, Communication and Digital Footprint

One, two, three, four, five, six, seven. People whom we meet make quick decisions about us. Should they hire us? Vote for us? Buy something from us? Seven seconds. This is that brief moment in time when others first see you, or your employees, whether it's at any meeting, on the job, on stage, on TV, at the point-of-sales or at an interview. They may have some prior knowledge of you and your company, but this is the first time others actually lay eyes on you – and judge you.

Sylvie helps individuals, companies and their employees to explore how people make up their minds very quickly about them, their leadership potential, their products or their organization, and either open the door for them or slam it shut. In her events Sylvie reveals the components of a professional imprint, which is the sum total of four factors: appearance, behavior, communication, and digital footprint. And, after it's been established in the first seven seconds, how you need to sustain it over time. You either control what your image is, or you allow the world around you to make assumptions.