



**INTERESTED IN BOOKING SYLVIE?  
PLEASE REACH OUT. WE ARE HAPPY TO HELP.**

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SPEAKER ONE SHEET | SYLVIE DI GIUSTO, CSP

## THE MOST TRUSTED KEYNOTE SPEAKER ABOUT FIRST IMPRESSIONS. AND EVERYTHING BEYOND.

Sylvie has nearly twenty years of corporate experience educating and inspiring thousands of clients worldwide. Throughout her career, she has held senior positions, mainly in human resources, at international organizations ranging from 10 to 100,000 employees. Today she is a recognized member of the international speaking community because she has presented to every strata of management—from CEOs to young executives—within a variety of industries. She is one of fewer than 12 percent of the 5,000+ speakers worldwide who belong to the fourteen member associations of the Global Speakers Federation (GSF) and hold the CSP designation (Certified Speaking Professional), the speaking profession’s international measure of speaking experience and skill.

Sylvie is fascinated by the power of image and the way people can use their professional presence to positively influence their career. Over the years, she has learned it’s better to craft the way others may perceive you, rather than sit back and hope their perception is going to be great. Her ability to empower people, along with her corporate background, led her to share her insights with audiences worldwide. Sylvie invites employers, employees, and business owners to get real.

When she is not working, Sylvie is volunteering with the National Speakers Association. When she is not volunteering, she is spending time with her family exploring the extraordinary United States—this amazing place she is lucky to call home.

### PREFERRED CUSTOMER BOOK PRICING AVAILABLE.

SYLVIE’S BOOKS ARE PART OF THE C-SUITE BOOK CLUB, THE PREMIER SOURCE FOR BEST-SELLING BUSINESS BOOKS.



**THE IMAGE OF LEADERSHIP**  
HOW LEADERS PACKAGE THEMSELVES  
TO STAND OUT FOR THE RIGHT REASONS

**WHY** \_\_\_\_\_?  
< COMING TO YOUR BOOKSHELF IN 2019 >

PROGRAM 1

## YOU HAVE 7 SECONDS. MAKE THEM COUNT!

*Best audiences: sales teams, customer-facing employees, annual meetings, user conferences, entrepreneurs, associations*

People we meet make quick decisions about us. Should they hire us? Trust us? Buy something from us? It takes a blink of an eye, and like it or not, you are going to be judged. Your initial imprint on your customers is an important start to building a relationship with them. It will set the tone for the entire customer experience and influence their decision-making process. The good thing is that this impression is something you can control. Sylvie will show you how you can influence the message you send to others, and make customers buy faster . . . and return for more.

PROGRAM 2

## THE IMAGE OF LEADERSHIP

*Best audiences: managers, high potentials, onboarding programs, women initiatives, government*

The most successful leaders make an unforgettable first impression. They immediately reveal who they are, what they represent as a leader, and how they serve the organization they work for. They influence the message they send to others by displaying a strong executive presence and by being mindful of the first impression they leave behind for their employees, clients, shareholders, and the industry they are part of. Sylvie will share how successful leaders shape and mold that first impression in their and their company's favor.

PROGRAM 3

## YOUNIFORM - HOW TO ATTRACT AND ENGAGE CUSTOMERS WHEN EVERYONE SHOWS UP THE SAME

*Best audiences: franchise, airlines and travel, military and public sector, hospitality and resort, restaurants and food service, retail and supermarkets, hospitals and medical practices*

Uniforms can be an effective tool for raising brand awareness or instilling trust and confidence among others. It might be tempting to think that consistency in uniforms automatically affects someone's self-image or the image of an organization. However, many people struggle to represent themselves authentically while still representing their profession in an exemplary manner. Sylvie helps them understand that professional appearance is so much more than a uniform. Sending a strong positive message requires them to take pride in how they look and to ensure that team members do the same to show unity, integrity, identification, authority, and professionalism.



### WHAT PARTICIPANTS HAD TO SAY

What is the ONE word that comes to your mind when you think about the last 90 minutes with Sylvie?

**appearance** attention awakening awareness beneficial  
**career** details distraction educational empowering  
**enlightening excellence** fascinating great  
**helpful image impactful important impression incredible**  
**informative** informing insightful  
**inspirational** inspiring **interesting**  
**ownership** perception professionalism reminder

What is the ONE word that comes to your mind when you think about the last 75 minutes with Sylvie?

articulate awakening awesome enjoyable **enlightening**  
entertaining excited **eye-opening** fantastic grateful  
**great helpful honest impactful important**  
impression improvement **informative**  
**insightful** instructive intentional **interesting**  
intriguing **meaningful** pointed **professional**  
provocative reflective reminder solid **useful**

What is the ONE word that comes to your mind when you think about the last 90 minutes with Sylvie?

appearance **awesome** brilliant confirming cool creativity curious  
energetic engaging **enlightening** excellent exciting  
focused global **helpful** identity image **impactful**  
impressions improvement **informational**  
**informative** innovation insightful inspirational  
**inspiring** integrity **interesting**  
**intriguing** knowledge learned motivating needed  
**powerful** quality **refreshing** simplistic technology valuable

What is the ONE word that comes to your mind when you think about the last 60 minutes with Sylvie?

awakening **awesome** distraction entertaining  
**engaging** enjoyable **enlightening**  
**excellent fascinating** great **helpful**  
**insightful interesting** motivating  
networking opening perfect **reassurance**  
reliable **refreshing** thought-provoking  
**unexpected**

What is the ONE word that comes to your mind when you think about the last 90 minutes with Sylvie?

challenging **change** curious **educational**  
enlightening **excellence** excited fascinating fine french future  
helpful humor illuminating **important** impressed  
improvement **informative** **insightful**  
**inspiring** interactive **interesting**  
intriguing invest knowledge **learn** opportunities positive  
professional realistic reminders self-conscious **useful**

JOIN THE ESTEEMED GROUP OF ORGANIZATIONS THAT UNDERSTAND HOW MAKING AN IMPACTFUL FIRST AND LASTING IMPRESSION CAN HELP ATTRACT AND KEEP CUSTOMERS.

