YOU HAVE 7 SECONDS. MAKE THEM COUNT!

...THE BEST PRESENTATION WE HAD DURING THIS MEETING AND THAT I HAVE EVER EXPERIENCED.

...I HEARD SOMEONE SAY “WOW! HOW WOULD YOU LIKE TO BE THE SPEAKER TO FOLLOW THAT?”

...SHE WENT ABOVE AND BEYOND WHAT WE EXPECTED OF HER. SHE IS A GEM.

...THE HIGHEST RATED SPEAKER AND ATTENDEES STILL TALK ABOUT HER.

...A TRUE PROFESSIONAL. A JOY TO WORK WITH AND A FASCINATING INDIVIDUAL.

...THE AMOUNT OF POSITIVE FEEDBACK I RECEIVED WAS INCREDIBLE.
Dear [FILL IN YOUR NAME],

I have been “one of you” for twenty years and understand the corporate and meeting world like few other speakers do. In my prior role as the head of an international management academy, I was responsible for hundreds of events, from small corporate sessions to large conferences and found myself spending days searching for the perfect speaker. Today, I am grateful to know both worlds. I know that your professional reputation rests on the keynote speaker you select for your upcoming event, and I will do whatever is necessary to make sure you and your organization receive outstanding feedback.

Last, I want you to know that I am not a “diva” to work with. Others might wonder what I mean by that. But for you and me, there is no further explanation necessary. In fact, I take tremendous pride in being low maintenance and easy to work with. There are only a few requirements I have to make my life and yours less stressful and more efficient. I don’t think that I state anything revolutionary. In fact, many of my clients say that they enjoy working with me and my team because we make each step easy.

I UNDERSTAND THAT THE FOCUS OF YOUR UPCOMING EVENT IS NOT ON ME, AND IT’S NOT ON YOU. IT’S ON THEM—THE ATTENDEES.

Sylvie di Giusto

[DEE-JUICE-TOH]
THE MOST TRUSTED KEYNOTE SPEAKER ABOUT FIRST IMPRESSIONS. AND EVERYTHING BEYOND.

3 STORY
WHO IS SYLVIE DI GIUSTO, CSP?

7 PROGRAMS
KEYNOTES & ADD-ONS / BREAKOUTS

11 PRODUCTS
BOOKS & E-LEARNING COURSE

13 STYLE
AUDIENCE INTERACTION

15 TESTIMONIALS
CLIENT & AUDIENCE FEEDBACK

17 HOW TO BOOK SYLVIE
PROCESS & CONTACT DETAILS
AUSTRIAN BY BIRTH, FRENCH IN HER HEART, ITALIAN IN HER KITCHEN, GERMAN IN HER WORK ETHIC, AND AMERICAN BY CHOICE.

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 experienced CEOs to new 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, 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. She asks the necessary questions that enable attendees to think about professional image as much more than just fashion, clothing, and appearance.

When she is not working, Sylvie is volunteering with the National Speakers Association (NSA). 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.
SYLVIE OPENS MINDS AND Closes THE GAPS BETWEEN PERSONAL IMPACT AND CUSTOMER ATTRACTION

As a professional keynote speaker and trainer, Sylvie uses her corporate experience and multicultural background to help audiences understand how people make up their minds very quickly about others and either open the door or slam it shut. Over the years, she has learned it’s better to craft the way others are going to perceive you, rather than sit back and hope your perception is going to be great. With a cutting-edge approach, a competitive mind-set, and a passion for visualization, she takes audiences on an entertaining, engaging, and interactive journey that reveals how others perceive them and thus perceive the value of their abilities, their services, their products, and their employer’s reputation.

With her keynotes, breakouts and online training programs, she opens minds and closes the gaps between personal impact and customer attraction for

- female and male leaders,
- from entry-level employees to C-Suite-level executives,
- in customer-facing roles.

... and at your event she will

- boost your attendees’ self-confidence and build competent, conscious and persuasive teams.
- increase their sales effectiveness by attracting new customers and keeping existing ones.
- develop committed, proud and professional leaders who will represent your company’s brand 24/7.

PS: Sylvie has been one of you for nearly twenty years. That’s why today, as a professional keynote speaker, she takes great pride in being a joy to work with and making your job as easy as possible.
Born to an Austrian mother, a French father, a Spanish grandmother, and an Italian grandfather. Good food, good wine, and good hair have never been an issue.

Despite her family’s attempts to raise an Austrian patriot, as a five-year-old, she shares for the first time that she “wants to be an American.”

That was followed by years of failed US high school, college, university, internship, job, visa, green card application, and American dating attempts.

Graduates from the University of Vienna as a teacher of Communication and Information Technology. Yes, her image has come a long way too.

Joins the corporate world and becomes instrumental in launching traditional training and e-learning initiatives in Fortune 500 companies.

Is youngest HR professional to launch International Leadership Academy for Top Management and High Potentials for a >100k-employee organization.

After 30 years, boards a plane to fulfill her lifelong American dream with her newborn daughter on her lap—soon to be joined by a little brother.

Reinvents herself and goes back to school! Gets certified as an image consultant and takes a detour through the world of fashion.

Launches Executive Image Consulting and becomes coach to hundreds of top executives, entrepreneurs, and politicians during the next years.
Publishes *The Image of Leadership* and teaches audiences around the world how to package themselves to stand out for the right reasons.

Joins forces with her competitor and becomes the co-owner of the *Studio for Image Professionals*, the world's leading online certification provider.

Joins NSA and will serve as the president of New York City and the co-host of the national conferences *The Future of Speaking* and *Influence2020*.

Develops the habit of taking the stairs. Yes, literally “taking the stairs,” and ever since has run the staircases of New York’s highest skyscrapers.

Joins the *C-Suite Book Club* and later *C-Suite Network Advisors*. *The Image of Leadership* will be featured as Episode #1 on Bestseller TV.

Has been interviewed for and featured in several major national and international print and media publications.

Launches *How You Impress*, the world’s first interactive online course that leads professionals through their image transformation.

Ears the *Certified Speaking Professional* (CSP) designation, the industry’s highest international measure of platform competence.

Will publish *Why...?* to showcase how the internet has fundamentally changed the way people think about one another.

Continues to inspire audiences around the world with her engaging keynotes about the importance of first impressions… and everything beyond.
PROGRAM 1
YOU HAVE 7 SECONDS. MAKE THEM COUNT.

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 more often.

Attendees will…

› Learn about the psychology behind first impressions and how these impressions impact the way they see themselves and the world sees them.

› Find out what their first impression really says about them, their personality, their lifestyle, their belief system, or their core values.

› Gain clarity about the way their first impression impacts the way their customers think about the products and services they offer.

› Understand what unconscious bias is and how their customers’ snap judgments influence them and their decision-making process.

› Discover the four variables of their first impression and how they can adjust each to work in their and their company’s favor.

› Learn how a bad first impression can affect their own and their company’s reputations.

› Determine the many opportunities they have in any customer-facing environment to leave a positive first, last, and lasting impression.

BEST AUDIENCES
sales teams, customer-facing employees, annual meetings, user conferences, entrepreneurs, associations

MY PROMISE
Participants walk away with a clear understanding of the impact their first impression has on the customer’s decision-making process and how they can use their professional appearance, behavior, and communication to keep and attract customers.
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.

Attendees will…

- Learn about the psychology behind first impressions and how their professional imprint needs to create an aura of executive presence.
- Gain clarity about the four variables of their first impression and how they can create an impression that represents themselves as the leaders they deserve to be.
- Understand core principles that help others perceive them as confident, authentic, professional, controlled, and respectful leaders.
- Learn about the consequences a bad first impression can have and the way employees and colleagues perceive them.
- Determine the many opportunities they have as leaders to leave positive first, last, and lasting impressions.
- Understand the importance of leading by example to establish trust and respect among employees.
- Learn concrete ways to improve their ability to lead.

**BEST AUDIENCES**

managers, high potentials, onboarding programs, women initiatives, government, associations, annual meetings

**MY PROMISE**

Participants walk away with a clear understanding of the impact their first impression has on their leadership abilities and how they can use their appearance, behavior, and communication to be perceived as confident, authentic, professional, controlled, and respectful.
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.

Attendees will…

- Learn about the psychology behind first impressions and how wearing a uniform impacts the impression they leave.
- Gain clarity about the four variables of their first impression and how a uniform is just one—yet the most important—part of their impression.
- Understand core principles that help them be perceived as confident, authentic, professional, controlled, and respectful, despite their uniform.
- Learn about uniform maintenance and gain clarity about the details in their dress code policies that are related or unrelated to wearing a uniform.
- Learn about the consequences a bad first impression can have on themselves and the way others perceive them.
- Realize the many benefits they and their employer have by providing uniforms to their employees.
- Understand the importance of leading by example to establish trust and respect among employees.

BEST AUDIENCES

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

MY PROMISE

Participants walk away with a clear understanding of how their uniform establishes a professional image that attracts and retains customers and is an integral part of their professional appearance, behavior, and communication.
After audience members learn how important their first impression is for their own and their company’s reputations, they often try to put into words what they stand for, what they want to be known for, and how they can show any customer what they have to offer. This add-on allows audience members to discover their unique talents, strengths, and specific skills and explore how they can benefit their company’s and their own reputations. Audience members will create a personal brand statement that summarizes their unique promise of value, including personal and professional “catch lines” that will help them share their unique expertise with others and create name recognition for themselves and their brand.

Whether managers have to tell employees they have crossed a line by not dressing according to their company’s dress code, make an employee aware of his or her offensive body odor, or tell an employee about a discriminatory post on his or her Facebook profile, these uncomfortable conversations at work are never easy. However, avoiding these conversations can lead to a lack of performance or to disrespect, bullying, harassment, missed opportunities, or financial penalties, which ultimately will have a negative impact on the company. During this session, participants will learn how to prepare for these conversations and receive a six-step process that leads them from preventing an issue to truly helping an individual. They will practice along with a seven-step guideline and script that helps them communicate issues in a respectful way. And they will gain clarity on when to involve human resources or legal by determining the dos and don’ts during these conversations and topics they should not address.
Sylvie’s books are part of the C-Suite Book Club, the premier source of best-selling business books for executives and business leaders, covering a range of topics including sales, marketing, leadership, social media, finance, and management.

To corporate clients she offers preferred pricing for her books, so that they can be used as a learning resource or given as a gift to employees.

The internet has fundamentally changed the way people find, discover, connect, communicate, share, and think about each other. Over the years, many of us shifted from an observer to a contributor, from a spectator to a participant, or from a private to a public figure. And while you cannot control the fact that you leave a digital footprint, consciously or unconsciously, on the internet, you actually still can control what your footprint is. In her next book, Sylvie will reveal how to be prepared instead of scared and how to create an online brand that helps you achieve your next promotion, your next job, your next sale, your next speaking gig, or whatever you are hoping for.
*How You Impress* is a comprehensive online course that leads attendees through their professional image transformation and personal makeover. During the five-week course they will transform their first impression, improve their visual appearance, and become the leaders they deserve to be. This is not just a “PDF” course; instead, it is an interactive and fun overall learning experience that honors all learning styles. Therefore, the course offers video, audio, and reading options.

- Five-week program including twenty-seven videos; audio and text lessons available online and are downloadable
- Twelve months of free bonuses including interviews with subject matter experts, keynotes, designer and brand lists, and app recommendations
- Created exclusively for professionals in customer-facing roles
- Covers all aspects of your personal and professional image (ABCDs), from basic knowledge to expert-level insights
- Based on Sylvie’s twenty years of corporate experience, incorporating the same methods she uses with her individual clients
- Countless checklists, cheat sheets, templates, personalized recommendations, and bonuses available in the download center
Sylvie believes that emotions are the gatekeepers of our memories. That’s why, to deliver a truly memorable experience, she takes attendees through the emotions of joy, reflection, self-attention, and laughter. She does the unexpected, keeps them engaged and on their toes, and creates moments of surprise. To reinforce the key concepts of her topic, she lets them experience what their first impression actually says about them. These interactions bring the audience members closer to each other and closer to embracing the ideas Sylvie shares.
MEMORABLE EXPERIENCES THAT ARE FUN, INTERACTIVE, ENGAGING AND INFORMATIVE

No matter the group size or format, your attendees will listen, talk, discuss, practice, move, vote, interact, and, most important, laugh with Sylvie during her presentations. She uses modern presentation techniques that include live polling, social media communication, and much more. Each of her interactions with the audience makes them feel as if they are part of the story, part of something relevant that will help them far beyond the time they spend with Sylvie.

If you are looking for a keynote speaker who will stand behind a podium and lecture about theories, Sylvie is not a great fit for your event, because she knows that speaking is never about the speaker. It’s about engaging the audience and making them the star of her presentation.
She’s a wonderful and engaging speaker and we heard nothing but RAVE reviews from attendees who were able to get a seat in her 300-seat sold-out session! I would hire her again in a heartbeat and highly recommend her to other meeting organizers.

SARAH MICHEL, CSP
VP OF PROFESSIONAL CONNEXITY

WHAT CLIENTS SAID ABOUT WORKING WITH SYLVIE

AMERICAN EXPRESS

The amount of positive feedback I received after the presentation was incredible!

LINDA MAJOK | HR MANAGER

American Airlines

Sylvie did an amazing job learning about our company, then she took that knowledge and created an excellent and interactive presentation that resonated with our people.

RANDY KATZ | OPERATIONS MANAGER

GELLER & COMPANY

What distinguishes Sylvie as a professional is the care and attention she devotes to her diagnostic and customization process.

EILEEN GALLAGHER | PROFESSIONAL DEVELOPMENT SPECIALIST
She took the time to learn our business and company so that she could tailor her message to the audience – and she nailed it.

MONIKA MIKICIUK
MANAGER SALES TRAINING

Sylvie opened for our event and absolutely hit a grand slam for our highly successful event, viewed by over 4000 Airmen…"

SCOTT HEATHMAN | VICE COMMANDER

"To date Sylvie was the highest rated speaker and attendees still talk about her and how they can further connect with her."

LOUIS LESSIG | PRESIDENT OF TRI-STATE HRMA

She went above and beyond what we expected of her. She is a gem!"

MARY BRYANT | DIRECTOR OF PROFESSIONAL AFFAIRS

Her enthusiasm and passion along with her experience in the industry will be a benefit to your organization and employees…"

ANGELA SPOSATO | VICE PRESIDENT HUMAN RESOURCES

WWW.SYLVIEDIGIUOTO.COM              NEW YORK, UNITED STATES             HELLO@SYLVIEDIGIUOTO.COM                +1.917.727.0619
HOW TO BOOK SYLVIE

STEP 1
CONNECT WITH SYLVIE
Call +1.917.727.0619, e-mail hello@sylviedigiusto.com, or reach out via the website to connect with office manager Jamie.

STEP 2
SCHEDULE A CALL
Jamie will check Sylvie’s availability for your event date, and schedule a call for you.

STEP 3
EXPLORE THE POSSIBILITIES
During your call, you and Sylvie will discuss how Sylvie can help make your event the best yet.

STEP 4
SIGN SPEAKER AGREEMENT
We will send you a speaker agreement that you can easily sign online. A 50-percent deposit is required with the signature.

STEP 5
DETAILS MATTER
Jamie will provide you with all details necessary to make your event a great success (bio, headshot, event videos, AV needs, pre-program questionnaire etc.)

STEP 6
GETTING TO YOUR EVENT
Jamie will coordinate travel with you. We will take care of airfare and ground transportation. We ask that you take care of the hotel reservation.

STEP 7
THE BIG DAY
At the event, she is yours all day. Besides her presentation, she is available to be involved in VIP lunches, dinners or receptions, book signings, photographs, interviews, press appearances, etc.

STEP 8
AFTER THE EVENT
Jamie will coordinate a debrief call. We ask you to pay the remaining 50-percent and to provide a testimonial. Looking for a speaker for next year’s event? We are happy to come back or share some ideas and recommendations with you.
I feel really honored that you are considering me as a speaker for your upcoming event and that you took the time to navigate through this brochure. I hope you were able to discover what I can bring to your event, learn a little about me and my speaking topics, and even meet some of my wonderful audience members and incredible clients.

Let's explore the possibilities of working together and creating a memorable experience for your audience. I'd love to hear from you.

Sylvie
I would hire her again in a heartbeat and highly recommend her to other meeting organizers.

Sylvie ranks at the top for her public speaking and impressive presentation.

Her enthusiasm along with her experience in the industry will be a benefit to your organization.

Sylvie is one of the most engaging and creative people with whom I have had the pleasure to work.

Masterful in both content and form in sharing information.

She exemplifies the characteristics that she teaches.