Maximum Impact!
Go from Invisible to Influential

Presented by

Danielle Turcola

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Influence Your Customers in 5 Seconds!

McDonald’s US Training
Oak Brook, Illinois
August 1, 2005

First Impression = Lasting Impression

COLOR ➔ FORM ➔ SOUND ➔ KNOWLEDGE

Ask Yourself . . .

- When do I want or need to be influential?
- What I do, say, or wear that diminishes my influence?
- How would I recognize negative influence?
- What am I willing to change to make the maximum impact?

Maximum Impact!

I control 90% of what others think of me!

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<th>Body Language</th>
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“A first impression is your strongest impression!”

Danielle Turcola, President
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About the presenter . . .

Danielle Turcola is one of America’s top business coaches specializing in presence development, influence, and international protocol. She helps clients project a credible, memorable, and influential presence in five seconds.

She is founder and CEO of WHAT TO WEAR TO WORK, INC. and president of the consulting firm Professionalism International, Inc. Her world-class clients include McDonald’s, Deloitte, Ohio State Bar Association, KeyBank, General Electric, Diebold, FedEx Custom Critical, Dow Chemical Company, Case Western Reserve University, and The Golf Digest Companies.

PROGRAMS

- Influence Your Clients in 5 Seconds
- What to Wear to Work℠
- Packaging Your Staff for Success
- Presentation Skills that Sell You and Your Ideas
- The Influential Leader: Confident, Competent and Credible
- Dining Etiquette and Business Entertaining
- Global Protocol for World-Class Organizations
- Executive Coaching

To engage Danielle’s services and for complete program descriptions, coaching services, articles, and etiquette assessments, visit www.AskDanielle.com or call 330.963.0011.

Ask us about the web-based solution WHAT TO WEAR TO WORK that resolves dress code violations without face-to-face confrontation. It saves time and money and eliminates the on-going business dress confusion and chaos executives, managers and HR Directors deal with daily.