

Be Smart, Be Confident and Be YOURSELF

A series of workshops for Girl Guides of Canada – Calgary Area

Presented by IGNITE Image Consulting

This empowering series of workshops equips participants with knowledge and skills to develop their sense of identity, self-image and self-management. Girls will participate in interactive demonstrations and activities enabling them to uncover their own unique talents and skills, while also getting to know their personal style and taste for fashion. Professional tips and techniques will also be shared for smart shopping, maintaining your clothes and your natural beauty, and creating the overall desired appearance.

These workshops will be conducted with a PowerPoint slide presentation and include a variety of methods for teaching and engaging participants. We ask that volunteers complete a program evaluation and testimonial following the workshop series.

Workshops are best suited for Pathfinders and Rangers but can be adapted for Guides as well.

Workshop Topics

1. Translating your inner beauty to your outer beauty

Participants will:

- Understand the value of a positive physical appearance
- Recognize how the physical appearance relates to self-esteem
- Identify their individual values, skills and talents
- Learn techniques to communicate values, skills and talents through physical appearance

2. Expressing yourself through your appearance

Participants will:

- Recognize how their personality can be communicated through the way they dress
- Explore their personalities and determine their strongest traits
- Identify the different dressing styles for different personalities
- Identify clothing and accessories that fit each dressing style
- Identify unique personality dressing style

3. When you look good, you feel better

Participants will:

- Understand the purpose of grooming and hygiene
- Discuss the psychological benefits of proper grooming
- Learn professional tips for proper hair and skin care
- Learn what products are worth the investment and which are not
- Learn the proper use of grooming products

4. Make your money count Part 1: How to build a SMART closet

Participants will:

- Identify the core components of a wardrobe
- Identify what makes a wardrobe cohesive
- Identify the level of dress that is most practical for their age group
- Learn how to combine pieces in a wardrobe and get maximum use of your clothes
- Identify pieces that could be added to their wardrobe to make it more complete and cohesive
- Practice creating a cohesive wardrobe

5. Make your money count Part 2: Strategies for buying sale items

Participants will:

- Understand how to identify what clothing items to add to your wardrobe
- Understand the benefit of planned shopping versus impulse buying- even if it's on sale
- Differentiate between 'investment buys' and 'budget buys'
- Learn the concept of 'cost per wear'
- Learn tips about what to look for to determine quality in clothing or shoes

6. Colour coordination: Less crass, more class

Participants will:

- Recognize the psychological impact of colour
- Identify the unique message communicated by each individual colour
- Identify how colour can be strategically used in a person's appearance to communicate messages
- Learn about colour harmony and how to combine colours

7. Fads, Trends, and Classics: How to be tastefully stylish

Participants will:

- Understand the evolution of fashion
- Understand how to allocate money to items from each stage of evolution
- Learn how to incorporate trends and classics into their wardrobe
- Practice identifying items from each stage of fashion evolution

8. Respect your clothes, and they will respect you

Participants will:

- Discuss the benefits of taking care of your clothes, shoes, bags, etc
- Understand how proper clothing care contributes to your self-image
- Learn professional tips for 'how to respect your clothes'
- Learn how to properly wash your clothes and understand washing instructions
- Learn the concept of 'if it's broken, fix it'

9. Accessorizing: Add spice to your style

Participants will:

- Identify different types of accessories
- Understand the purpose and use of accessories
- Learn how to choose accessories that emphasize and harmonize with your natural features
- Learn how to categorize accessories into different styles or levels of dress
- Understand how to use accessories tastefully and avoid 'over-doing it'

10. Self Esteem: Integrity, Vision and Goal Setting

Participants will:

- Identify and discuss their role models
- Recognize the qualities they admire in their role models
- Identify the qualities they embody or would like to embody
- Reflect and identify their passion or passions in life
- Explore how they can combine their unique qualities with their passion to create a vision for themselves
- Make tangible short term and long term goals
- Learn the importance of staying true to yourself in order to achieve your goals

Policies and Recommendations:

We find the most effective way to conduct a seminar or workshop is under the following conditions:

- Each topic can be covered in a single unit meeting
- No more than 30 participants per workshop
- Workshops are best suited for Pathfinders and Rangers but can be adapted for Guides as well
- The workshops should take place in an educationally friendly facility
- Unit is asked to provide a flipchart. Poster paper taped to a wall will suffice.
- No distractions of phones or interruptions by cell phones are allowed
- Individual consultations for participants within six weeks of the seminar will encourage optimal results

Investment

- Group workshops (2-3 hours) \$150 * (FREE to first 10 units!)
- Half day workshop..... \$200
- Full day workshop..... \$500
- Individual consultations.....\$150

*The first ten group workshops scheduled by Girl Guides of Canada – Calgary Area units will be free of charge provided testimonials and feedback are completed.

Contact

Julie Murrell

IGNITE Image Consulting

Tel: (403) 252-3429

julie.murrell@hotmail.com