



# Reputation Management Consultant and Creator of the 'Living Brand' Philosophy

*Tessa Hood*

CHANGING  
GEAR

Motivational Speaker, Seminar Presenter, Consultant & Author

Tessa Hood's philosophy of Five Facets of A Living Brand makes a huge impact on individuals in business life - at whatever level - and can optimise company performance through strategically developing a company-wide 'great people' policy. The Living Brand improves and develops the reputation of individuals and therefore the performance and reputation of a business. Tessa is founder of [www.changinggear.net](http://www.changinggear.net) - the international coaching consultancy with offices based in Smithfield, London and Surrey.

## Biography

Following her initial career in her family-run hotel business, Tessa began her international career in the diplomatic corps, working alongside Ministers at the Court of Human Rights at The European Parliament in Strasbourg, France.

She then began a 30 year career as an international film and photographic advertising model, following which she set up a successful production company for European photographic advertising campaigns with major blue-chip clients. She now works as an internationally recognised expert on Reputation Management and Personal Branding for global banks, insurance companies, professional and service businesses, SME's and entrepreneurs as well as lecturing at leading International Business Schools on their MBA Programmes.

## Tessa's conference & seminar presentation package includes the following:

OBJECTIVES: Explanation and examples of the 'living brand' philosophy.

Delegates will benefit by gaining:

- Long term positive behavioural change
- 'Front of mind' status through improved reputation
- Increased authority, credence and perception of integrity
- Improved influence, communication & enhances prestige
- Improved perceived 'added value'
- Reduced sales cycles and improves bottom lines
- Reputation growth
- Recognition and increases earning power – anonymity is not the goal!

Delegates will understand how they can:

- Safeguard their reputation
- Find their USP and learn how others see them
- Unleash a positive 'living brand' congruent image
- Identify personal values
- Be perceived as a product - with personality
- See how others develop their brands, both good and not so good. brands
- Look at their own Challenge-Action-Results? Case studies
- Not float on the 'Sea of Sameness'
- Package their own 'Brand'



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By the end of the Session the audience will:

- Understand how the Design, Development and Delivery of a Living Brand philosophy will positively affect their business and their career 'ramp'
- Know how to strategically implement their own Living Brand strategy
- Understand how to develop their own reputation in their arena
- Understand how to improve and develop entrepreneurial and responsible attitudes within their own business or the company they are part of

TESSA'S PRESENTATIONAL STYLE:

She is a warm, charismatic, engaging, articulate and polished motivational speaker & presenter. Her style naturally engages an audience. Her sessions are delivered in a lively, uplifting manner with thought-provoking, stimulating, motivating and informative material. Participating delegates will be consider deep personal issues relating to their values, beliefs and standards and will develop a meaningful understanding of how they are perceived in their business arena and how they can improve their professional image and overall reputation with Tessa's 5 Facets of a Living Brand Philosophy.

**Tessa Hood's Keynote Seminar for 2009:**

**Five Facets of a Living Brand** (5 x 1 hr talks, or any bespoke mix of the following 5 talks to suit the audience and time allowance)

1. Developing a Living Brand - how do you want to be perceived?  
Authentically design, develop and deliver your Living Brand in a way that puts you in control and avoids mismatches of perception
2. Reputation Management - how to develop, grow and keep a great reputation
3. Effective and Professional Networking - use your Living Brand to make valuable effective and professional connections. Your network is as valuable as your qualifications
4. Visual, Verbal and Non-Verbal Communication and Impact - how to look business ready at all times, how to make a powerful first impression and backing it up with a consistent professional image
5. Business Etiquette, Manners and Behaviours - the do's and don'ts of business entertaining and manners, and how to avoid the minefield of embarrassments

TESSA HAS PRESENTED FOR:

INVITED GUEST SPEAKER FOR RICHMOND EVENTS

(M.V. ORIANA, HR AND MARKETING FORUMS)

ASSOCIATION OF CAREER PROFESSIONALS INTERNATIONAL

THE ASSOCIATION OF SMALL BUSINESSES INTERNATIONAL

ASSOCIATION OF CHARTERED AND CERTIFIED ACCOUNTANTS



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ASSOCIATION OF MBA'S

THE ASSOCIATION OF PROFESSIONAL SPEAKERS

THE FEDERATION OF IMAGE CONSULTANTS (KEYNOTE)

THE EXECUTIVE PA CONFERENCE

THE EXECUTIVE NETWORK

THE INSTITUTE FOR INDEPENDENT BUSINESSES INTERNATIONAL

WOMEN IN TECHNOLOGY

THE CITY WOMEN'S NETWORK

THE BRITISH VENTURE CAPITAL ASSOCIATION – WOMEN'S NETWORK

TESSA IS A PREFERRED SPEAKER FOR VISTAGE

(THE WORLD'S LARGEST CEO MENTORING GROUP)

## TESSA IN THE MEDIA:

**Print media:** The Daily Telegraph, The Times, The Telegraph Business Magazine online, TES, The Independent Educational Supplement, Director Magazine (IOD), Personnel Today, Marketing, Saudi Focus and The Link - (for female solicitors)

**Broadcast media:** Sky News, Channel 4 News, BBC Radio and is a regular columnist for [www.womensonlinemagazine.com](http://www.womensonlinemagazine.com) and [www.silicon.com](http://www.silicon.com)

## CHANGING GEAR PUBLICATIONS

Tessa has authored 4 ebooks which are available online at [www.changinggear.net](http://www.changinggear.net)

Titles include: Your Personal Branding E workbook (Changing People's Perceptions About You), Your Personal Image Consultation – Style for Business Men, Your Personal Image Consultation – Style for Business Women, and Choosing your Best Colours.

## TO BOOK TESSA HOOD CONTACT:

Sue Blake on +44 208 979 5220

email: [sue@sueblakemedia.co.uk](mailto:sue@sueblakemedia.co.uk)