



*Helping You Create an Image
That Is Uniquely You!*

Orene Kearn, JD, AICI FLC



Dear Orene,

Your image is one aspect of your personal brand, and it evolves and changes over time. This certainly applies to me, but it clearly applies to you. In addition to enhancing your career, it is also very worthwhile to cultivate your personal style for every day and social occasions. When your appearance (what's on the outside) reflects what's on your inside, you'll feel authentic and self-confident.

As always, I am here to help you with your image you present and to navigate the world of fashion so the best choices end up in your wardrobe. So [contact me](#) and we'll get started.

Enjoy!
Orene

Personal Branding and Your Visual Credibility

I went to the **Watermark Conference for Women**, Silicon Valley, where we had some amazing keynote speakers, including Madeleine Albright, Condoleezza Rice, Viola Davis, Kara Swisher, and Sheryl Sandberg, among others. It was an enjoyable and stimulating day.

"The Art of Branding: Positioning Yourself for Your Future" is one of the breakout sessions I attended. The description for the session was the following: "Whether you are trying to ace a

job interview, sign a new client or promote your business, it is critical to sell yourself....Bringing together a diverse group of powerhouse women, this interactive session will share best practices and lessons learned from experts around branding and selling



yourself professionally. From portraying a physical presence to speaking the language, attendees will walk away armed with the ability to position your value...not just your resume."

I have written and spoken extensively on the importance of your **Visual Credibility**, which is an essential element of your personal brand, where I cite numerous studies and statistics. I define visual credibility as "the ability to sell yourself as the admirable, respected person that you are and the tool for doing that is in your wardrobe and your grooming habits."

This session at the Conference discussed a wide variety of topics for personal branding, including how to promote yourself, how to determine your objectives and how to develop a strong narrative of what you've accomplished. I especially liked the following ideas:

A leader is responsible for not only what she says, but how she is heard. This is one of the most important points for every aspect of your life, whether business or social. In any given situation, you need to figure out how you want to appear -- approachable, powerful, friendly, credible, trustworthy, etc.



**YOUR BRAND IS
WHAT OTHER PEOPLE
SAY ABOUT YOU WHEN
YOU'RE NOT IN THE ROOM.**

Jeff Bezos, CEO & founder Amazon

Have a signature style. At this session, I found this point very interesting coming from this panel of experts. Your signature style reflects what you look like when people think of you. To develop this you have to figure out your aesthetic preferences and likes, which helps you refine your overall personal style and improve your awareness and confidence. I can make this fun and easy, and help you with this. Don't worry -- having a signature style does not mean having to wear the same look over and over again. Some examples of people with a signature look are Brigitte Bardot, Audrey Hepburn, Grace Jones, Carine Roitfeld, Diane von Fürstenberg, Frida Kahlo and countless others.

I feel that I have a signature style of my own, which is certainly evolving and changing over time. As those of you who are my clients know, I work with you to create your personal style formula. If you need help developing your signature style or if it has been a while since we worked together and you need an update, please feel free to give me a call. I am here to help.

In a very interesting aspect of developing signature style, **Secretary Madeleine Albright** used brooches as part of her personal style and to send important symbolic messages to the people she interacted with during her political service. *See the article below.*

Madeleine Albright's Signature Style Assisted Her as a Diplomatic Accessory

Former Secretary of State Madeleine Albright used brooches to express her moods and opinions. She says, "Most of the pins are costume jewelry and are supposed to be reflective of whatever issue we're dealing with or what I'm feeling like on a given day or where I'm going. But mostly it's fun. It's just a good way to get started." (Interview with Madeleine Albright in the Smithsonian Magazine, June 2010.)



Secretary Albright wrote a book titled, "Read My Pins: Stories From a Diplomat's Jewel Box". This is a fascinating book showing off an amazing collection of brooches along with their different meanings. The Legion of Honor Museum in San Francisco just had a wonderful exhibit which displayed over 200 of her pins and brooches along with commentary, using her book as a guide, and selling it in the museum store. The majority of these pieces were collected and worn during Albright's service as US Ambassador to the United Nations (1993-1997) and as the first female Secretary of State (1997-2001), under President Bill Clinton.

Her collection of pins is eclectic and representative of nearly a century of jewelry design. More importantly, they were codes to foreign officials and the press. For example, a shining sun or a patriotic flag pin would reinforce a positive alliance with the United States. More difficult negotiations might bring out wasps or snakes. The government-controlled Iraqi media had compared Secretary Albright to an "unparalleled serpent." She then wore a snake pin on her next meeting in Iraq.



Apparently, the Kremlin studied her pins every day during diplomatic missions. She wore an arrow pin that looked like a missile while negotiating the Anti-Ballistic Missile Treaty with the Russians. "The Russian foreign minister asked, 'Is that one of your missile interceptors you're wearing?' And I responded, 'Yes. We make them very small. Let's negotiate.' Or, after we found that the Russians had planted a listening device--a 'bug'--into a conference room near my office in the State Department, the next time I saw the Russians, I wore this huge bug. They got the message." (Smithsonian Interview.)



At the Watermark Conference for Women, Secretary Albright wore a Statue of Liberty Pin. Her photo in the promotional literature for the Conference showed her wearing doves of peace earrings and the same doves in her pin.

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COMPLIMENTARY CHAT

Sometimes you may feel that you are in a fashion rut or that you are looking frumpy and it is time to upgrade your style and look more up-to-date.

Wouldn't it be helpful to have an expert who can help you with this? If you are ready to take some action, schedule a free initial conversation with me by [clicking here](#) and we can explore your challenges and goals.

[More About Me -- I threw in a picture of my husband, my sons and me skiing in Aspen.](#)

