



With Your Host  
Tom Floyd

## SHOW HOST

**Tom Floyd**, founder and CEO of Insight Educational Consulting (IEC), is a dynamic business man and speaker, who has grown a multi-million dollar business guiding Fortune 500 companies in the implementation of change management, workforce performance, and learning solutions. The ultimate combination of a strategic visionary and project leader, Tom is cross trained in business strategy, focusing specifically on organizational change, human performance, and employee development.

## GUEST BIOS

**Rob Ashgar** is a political writer whose commentaries have appeared in more than 30 newspapers around the world, including *The Chicago Tribune*, *Los Angeles Times*, and *The Wall Street Journal*. He is the editor of *The Contrarian's Guide to Leadership* and is the Executive Director of Communications, USC Office of the Provost.

**Patsy Cisneros** is a Corporate Image Consultant and Executive Development Specialist. She is a co-founder of Corporate Icon LLC, her client list including state senators, gubernatorial candidates and corporate executives from Fortune 500 companies. She is a co-author of *The Professional Image Toolkit: How to Look Like You Mean Business*.

**Kathleen Schafer** is the founder of Leadership Connection. Her clients include local and state governments, corporations, and candidates for public office. She has co-hosted her own nationally syndicated radio show, *For Woman Only*, and is an adjunct faculty member of George Washington University's graduate school of political management.

**Evangelia Souris** is an international certified image consultant and founder and president of Optimum International Center for Image Management. She has been featured in the nation's leading publications including *USA Today*, the *New York Times* and *The Boston Herald*, and has also been featured on CNN, ABC and NBC news, and Access Hollywood.

## Coaching and Politics: Why Style Matters

MONDAY SEPTEMBER 17TH, 2007  
11AM PT (2 PM ET)

*The Presidential Election is a year away, and the field is crowded with candidates. With a 24 hour news cycle and cameras watching their every move, presentation can often be as important as policy for politicians looking to win at the polls.*

*Is the style necessary to be a successful politician the same as that required of a successful C-Level executive?*

*This program explores leadership styles and how coaching can impact success at the ballot box and in business.*

## HIGHLIGHTS

According to the **Boston Globe (Sept 2nd, 2007)**, the 2008 race has already set new benchmarks for the use of political consultants, with two candidates, republicans Mitt Romney and John McCain, having already spent more on consultants in six months than what the eventual 2004 nominees, John F. Kerry and George W. Bush, spent on professional advisers for their entire campaigns.

Why are both presidential candidates and many executives turning to coaches who specialize in political and professional image for help? Popular studies conclude that people form an impression of us in 7 to 11 seconds, making decisions based solely on our appearance, including our educational level, trustworthiness, social position, success, and moral character.

Our panel discusses why appearance is important for prominent public figures, explains why we derive so much meaning in what we see, and shares best practices and tips on topics including professional image, presentation style, and communication.

Highlights of the show include:

- Why appearance and image are important in politics and business.
- Instances where "just being ourselves" isn't enough.
- Non-verbal and verbal communication "no-no's" to avoid.
- What can happen when politicians adopt behaviors that worked well for others.
- The role emotional intelligence plays in appearance, image, and presentation.
- The impact of image coaching on confidence, presentation, self actualization, and esteem.

For more information on **Insight on Coaching**, feel free to contact Tom directly at [tfloyd@ieconsulting.biz](mailto:tfloyd@ieconsulting.biz)

## Listen to the show

- Download **Apple iTunes** ([www.itunes.com](http://www.itunes.com))
- **Access** the iTunes Store
- Enter **Insight on Coaching** in the Search Field
- **Download** this week's show

"I THINK YOU TEND TO SEE A LOT OF POLITICIANS AND BUSINESS PEOPLE WHO SIT THERE AND SAY "YOU KNOW WHAT, IT'S JUST ENOUGH TO BE MYSELF." HOWEVER, YOU HAVE TO GET PEOPLE TO PAY ATTENTION TO THE RIGHT ATTRIBUTES AND BEHAVIORS NOT THE ROUGH SPOTS. A CERTAIN AMOUNT OF COACHING CAN REALLY HELP GO A LONG WAY THERE."

**ROB ASHGAR**

"LIKE IT OR NOT, WE CAN MAKE DECISIONS BASED ON APPEARANCE. I BRING PEOPLE BACK TO SCENARIOS LIKE "DO YOU WANT YOUR DOCTOR TO BE DRIVING A VOLKSWAGEN OR DO YOU WANT YOUR DOCTOR TO BE DRIVING A MERCEDES?" IN MOST CASES, PEOPLE SAY THEY WANT THE DOCTOR DRIVING THE MERCEDES. THEY AUTOMATICALLY ASSUME THAT DOCTOR IS MORE SUCCESSFUL."

**PATSY CISNEROS**

"I SPEND A LOT OF TIME TALKING ABOUT WHY POLITICS SHOULDN'T LOOK LIKE WAR BUT THE REALITY IS THAT IS EXACTLY WHAT IT'S LIKE. EACH TIME THESE CANDIDATES GO INTO A DEBATE, THEY'VE SPENT HOURS BEING COACHED. THEY'RE PREPARED. HILARY CLINTON HAS BEEN MASTERFUL, DURING DEBATES SHE IS VERY PREPARED AND IT SHOWS."

**KATHLEEN SCHAFER**

"THE SECRET IS HOW YOU MATCH YOUR INNER SKILLS, INTELLIGENCE, AND WHAT YOU HAVE TO BRING TO THE TABLE WITH YOUR OUTER IMAGE. PEOPLE WHO KNOW HOW TO MATRICULATE THAT TEND TO BE VERY SUCCESSFUL AT WHAT THEY DO."

**EVANGELIA SOURIS**