

fact sheet

Company

Personal Impact, Image Management International

5155 Empire Drive,
Burnaby, B.C. V5B 1N1

www.personalimpact.ca

Telephone: 604.298.7228
Mobile: 604-626-3907
Fax: 604.298.7948
Email: info@personalimpact.ca

Year Established

1999

Key Contact

Kimberly Law, AICI CIP, Founder, Personal Image Advisor

Focus of Organization

Image consulting for personal appearance enhancement, personal branding and professional effectiveness. Our clients benefit from the following:

- Refine their Look from Head to Toe!
- Shop Faster and More Efficiently!
- Enhance Professional Communication !
- Improve Personal Effectiveness!
- Increase Confidence and Self Worth!
- Enjoy Positive Reactions!
- Save Time and Money!

Communicated to clients through:

- Consulting and Coaching
- Training and Workshops

Areas of Expertise

We are a full service firm, focusing on corporate, professional, and individual clients. We provide expertise in all areas related to personal appearance, self presentation and professional presence to men and women who can't afford to make mistakes.

Unique Characteristics

We take an innovative approach while presenting topics in a friendly, upbeat and non-threatening manner. Clients explore their personal and professional potential for more polish, presence and power.

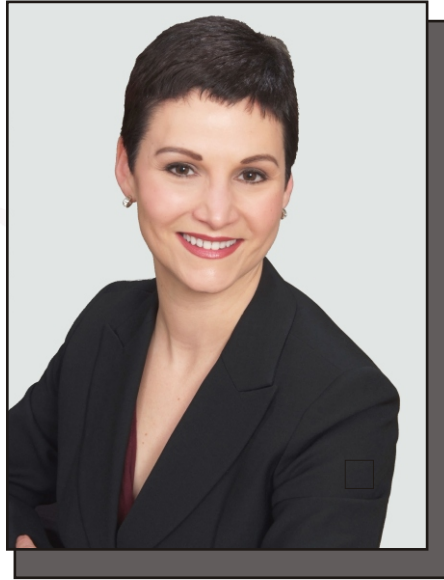
Mission Statement

Our mission is to become an international leader in image management and personal effectiveness by helping others improve their quality of life through self-awareness, personal change, and affirmative growth.

Tag Line

Polish | Presence | Power

biography



In today's fast paced world, there is no second chance to make the right impression. Even though most of us would like to be judged on our ability and our personality, the reality is that we are judged by the image we first present. This perception affects how others react to us. Kimberly Law, AICI CIP believes that anyone can have a great image. With a little tweaking in one or more of the areas that represent your personal image, she can show you how to look and act your very best!

Kimberly is known for presenting her topics in an upbeat non-threatening manner. She has been passionate about make-up and fashion ever since she was a child. Over the years, her interest has greatly expanded. She began to pay attention to what it is that makes some people stand out and get noticed.

Kimberly knows that looking great involves more than good clothes and make-up. Kimberly's desire to help people look their best prompted her to launch Personal Impact Image Management in 1999. As the founder of Personal Impact International, she brings over 25 years experience in the arena of Personal Appearance Enhancement and Personal Marketing.

Kimberly was the first person in Western Canada to receive international recognition as a Certified Image Professional (CIP) through the Association of Image Consultants International (AICI). She has been featured in the media across Canada as an image expert. She served on AICI's International Board of Directors as Vice President of Membership from 2004 to 2006. She currently serves as AICI's Ambassador for British Columbia, Canada.

Personal Impact International is a full service image consulting firm based in Vancouver, Canada, specializing in all aspects related to personal appearance and etiquette. We are committed to helping our clients move beyond personal limitations by identifying and utilizing their hidden assets, strengthening their personal knowledge and polishing their social & professional skills for more Polish, Presence & Power!

story ideas

Dining with Ease

6 Foods you can eat with your fingers
What not to do at the dining table
Dining Out – 10 tips for the gracious host

Professional Savvy

What not to wear to a job interview
10 tips for Acing the Job Interview
Business Dress - How casual is too casual?
Which colours that say you mean business
5 Networking No-No's
How to look your professional best
Email Etiquette
The Art of Introductions

Women & Men

10 tips to make your wardrobe more wearable
Look Thinner without Dieting
How to make the most of your shape
Ten tips to look taller
Accessories – small details that make a large impression
Mix and match for fast and easy dressing
Dressing don'ts for men or women
Put your best foot forward (coordinating shoes & clothes)
Dressing on a Budget

Looking Younger over 40

Frames for Over Forty
Look younger without going under a knife
Dress younger without going overboard

Special Occasions

Holiday make up tips
Dressing for the holidays
Party etiquette – How to be the perfect guest
What to wear to the black tie affair

testimonials

"Kimberly Law helped us create a detailed, yet flexible professional dress policy as well as presented our staff with a professional dress workshop, customized to our dress code. The workshop was extremely informative and enjoyable... Now our staff understand how to dress to impress and we can confidently say that we obtained our goal of dressing the finest in our industry.

HR Officer, Caron Business Solutions Inc.

"For several years as Executive Director of SFU's Management of Technology MBA program I engaged Kimberly Law to provide workshops on dining etiquette, wardrobe planning and appropriate dress for business... Kimberly was professional in her demeanor and poised in her presentation. I am happy to recommend her services to others."

Executive Director MOT MBA & GDBA Programs, SFU

"Much discussion was generated on the topic of "what to wear at work"; it was lively and helpful and comments included: "I can relate to the way Kimberly explained things so it will be easier to figure out business and casual attire"."

Learning & Development Advisor, North Shore Credit Union, N. Van.

"We enjoyed your presentation immensely. I received lots of great feedback. The subject is huge and you were able to touch on the important points."

Continuing Education Services, Van.

"Thank-you so much for speaking to us about the importance for professional image. Your presentation was insightful and informative."

Vancity Peer Lending, Van.

"Ms. Law provided my wife and I with two afternoons of superb advice and clothes selection. My wife is delighted with her new wardrobe as am I. We will use her again. She was magnificent."

A. Robinson, Vancouver, BC

"The assisted shopping was excellent. It was amazing how much Kimberly accomplished in such a short period of time. I am so glad I had this opportunity. It's like a light came on, I now have a much better understanding of what to wear for my body shape."

G.Horrocks, Richmond, BC

"Kimberly was informative, upbeat and made the transition fun. It was personalized and she took my likes and dislikes into consideration. Everyone noticed the change in style and I received many compliments."

K. Sharbina, Vancouver, BC

"I really enjoyed going through the colours that Kimberly suggested for me and seeing the difference with my complexion. Kimberly came to my home and I found this to be really convenient."

S. Sanderson, N. Vancouver, BC

clients

Penn Insurance Corp, Vancouver, BC
Canada Revenue Agency
Buntain Insurance, Vancouver, BC
Administrative Professionals Conference Canada
Simon Fraser University, MOT, MBA, Vancouver, BC
CIBC Imperial Service, Vancouver, BC
RBC Royal Bank Mortgage Division, Vancouver, BC
Vancity Peer Lending, Vancouver, BC
Alexander Holburn Beaudin & Lang, Vancouver, BC
Leeward Hedge Funds, Toronto, Ont.
Vancouver School Board Continuing Education, Vancouver, BC
Aeroplan Canada
Queen Charlotte Lodge, Burnaby, BC
Total Experience
Blake, Cassels & Graydon LLP, Vancouver, BC
Caron Business Solutions, Burnaby, BC
YMCA Entrepreneur Program, Burnaby, BC
Davis & Company, Vancouver, BC
Langara College, Vancouver, BC
North Shore Credit Union, North Vancouver, BC
Great West Life, Vancouver, BC
Farris Vaughan Wills & Murphy, Vancouver, BC
InterWrap Inc., Mission, BC
Maritz Canada, Mississauga, Ont.
RBC Mortgage Division, Vancouver, BC
Pinetree Seniors Centre, Coquitlam, BC
University of British Columbia Sauder School of Business
Blanche MacDonald Institute, Vancouver, BC
Bull Houser & Tupper, Vancouver, BC
Coquitlam Public Library
Canada Safeway
BMO Nesbitt Burns, Vancouver, BC