



SUZIE WOODWARD MORRIS

How you are perceived is “the name of the game” and THAT is the business of **Suzie Woodward Morris**, Chief Image Officer of Strategic Imaging™, a consulting firm specializing in three aspects of Image/Perception: Impression, Communication and Presentation.

Morris creates strategies that enable individuals to succeed professionally, personally and socially and has 39 years of experience in her industry. A leading innovator in the field of Image/Perception, Morris is recognized by her colleagues and peers as one of the chief innovators in the field of Image. Morris is the author of “Are You A Closet Junkee?” and “Wardrobe Strategies”. “Wardrobe Strategies” explains her discovery of the evolutionary process of the 3 wardrobe cycles. This discovery enables a formulation by which a person’s wardrobe can be arranged in such a way as to determine a specified outcome.

She consults for Fortune 500 companies, Universities, Start-Ups, Retail, Real Estate, and Design companies as well as men and women in various stages of their career and personal development.

IMAGE STRATEGIES THAT ENABLE COMPETENCE FROM THE OUTSIDE IN . . .

As Barbara Walters said: *“There are times in your life when it is not too melodramatic to say that your destiny hangs upon the impression that you make.”* And that impression is made in two seconds, according to Harvard University. A “master” of Image Management sees what others do not see in that two seconds of time. Just as a forensic detective sees the one element that is out of sync in a crime scene.

Learning to Take the Leap From “Getting Dressed” to Presenting a BRANDED “IMAGE”

Every day, business leaders and aspiring executives walk out the door without a narrow idea of the effect their appearance has on others. They know little of Image Psychology or the effect that their style of glasses, jacket or shoes have on their “personal brand”. In essence, they are playing Russian roulette with their careers. We’ve all done it. That’s why some days we get the results we want, and other days we strike out.

Here it is: We all have a gaping hole in our education when it comes to the technical side of dressing. Most people think that pinstripes make you look thinner, for example. They don’t. They DO make you look taller, but they also make you look wider. And, in many careers, pinstripes can reassure your clients! There are dozens of other fallacies out there that are walking down the street this minute. We aren’t born with a manual for Power Dressing so we walk around in clothing that distracts from your talent and may compromise your relationships at Seiler. I’m sure you’ve seen people who:

- Wear clothes and styles that may be “in” but not appropriate for your desired work environment.
- Management of dress code regulations

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The first step is to start unpeeling layers and layers of habit. In other words, we need to begin the process of discovery. It begins with discovering the styles and colors that increase power and trust. And the ones that make you look more friendly, approachable and memorable. Image management is a powerful tool, and one that can be easily learned.

Where are you now in your career? And where do you really want to be? Do you find that doors open easily for you? And once they are opened, are you treated with respect and admiration? When you know where you are now, and you know where you want to go (your goal), but you don't know the best way to connect the two "locations," a gap is formed that you must find a way to bridge.

• **How to find the clothing styles that can transform the way you look.** In the right styles, you can appear taller, thinner, and more intelligent. You can camouflage elements of your image that are not perfect. In other words, you can remove "distractions" that detract or take away from the power of your message at Seiler and/or your personal brand. This has a profound impact on your self-esteem and contributes to the success or failure of your goals!

• **The challenge:** Whenever you learn something new, or get your perspective widened, the biggest problem comes when you try to bridge the gap between new ideas, information, intentions, and implementation.

Show and Tell . . .

Suzie Woodward Morris' presentations include members of the audience to demonstrate the importance of personal branding which includes essential steps toward establishing a signature image. With the use of accessories, color and wardrobe items Suzie enables her audiences to "experience" the effects of appropriate and planned Image Strategies to improve an individual's ability to impress, communicate and present resulting in confidence, competence and compensation – which serves to positively impact others.

THE STRATEGIC IMAGING PROCESS

Do people appear to feel comfortable when you enter a room?

If not, your image may not be enabling. There are no unattractive people; only people who have not learned how to match their looks to their goals. At Strategic Imaging™, you will learn all the tricks of the trade for enhancing your image. It's not about Hollywood glamour. It's about acquiring a polished, professional appearance that is true to your personal "brand" and your organizations' goals.

Do you always receive deferential treatment?

When you look "like" your professional goals, you are respected and remembered. At Strategic Imaging™, you will discover the same thing Suzie understood (when she was 12 years old); that when you look "like" the goals you've set for yourself on the outside, people will be reassured by your presence (aka IMAGE).

Whether you are an Entrepreneur, Professional, or CEO making a presentation to your organization, a marketing or sales representative presenting a Ted Talk, or the first man/woman to rise up the ranks and head a department or division in a start-up, the impression that you make will often determine the quality of each relationship thereafter.

Strategic Imaging™ is concerned with overall impression. In the world of "Image," when you do it right, details are not remembered, because the sum total is greater than its parts. If, on the other hand, any one of those *parts* is out of sync or wrong, that often becomes a distraction. Ultimately, the devil *is* in the details, even though it won't be obvious. Learn to "get out of your way" when working with colleagues, donors, media representative - so that the mission at hand is uncompromised and your vision shines through.

When working with individuals or corporate group workshops, Suzie doesn't only focus on clothes, fashion, makeup or Power Dressing; she stresses the importance of learning the formulas for exuding an overall impression (aka BRAND) that captivates, creates and connects you with your ultimate vision/s. She reminds her audiences that it is important for individuals to "get out of their way" when working with others – for the sake of the company's vision, mission and the client's (personal/professional) goal/s.

Perception is everything. Without speaking a word, your image can say that you are a visionary, missionary or rebel. It reveals to others that you are flashy, classy, dynamic, “in” or “out”, thoughtful or self-centered. Your image is a powerful tool...or detriment to your career management within your desired environment.

When you are serious about your career and the success of your vision, understanding the day-to-day importance of Image will help you navigate complex people, environments, relationships ... and, may even change your life.

Suzie has worked with forward-thinking business leaders, politicians and media personalities throughout the United States. She is a recognized pioneer and innovator in the business of Image.

Suzie has planned, developed, produced, and presented in-house training for Air Force Academy Generals, Authors, Executives of Amdahl Fujitsu, Apple Computers, Inc., Autodesk, Inc., Barclay Bank (Women of Wealth), Cisco Systems, Inc., City College, Dell, Disney, E-Loan, Google, Harding Lawson Associates, Inc., Hewlett-Packard, Hilton Hotels, Lockheed, NASA Quest, Wells Fargo Bank; Yahoo; Physicians, Professionals of Loma Linda Foods, Harvard University, Marin General Hospital, Presbyterian Hospital, Stanford University, UCSF, Univ. of Texas; Professors and Students of Stanford University, UCSF; Attorneys, Baker McKinzie Law Firm; Realtors, Chase International Real Estate, Coldwell Banker, Grubb Real Estate Group, Hill and Co., McGuire, Paragon Real Estate Group, Artisan Real Estate Group; Women’s Forum West; Directors and Consultants of Color Me Beautiful and Mary Kay Cosmetics, Junior Leagues, Texas Symphony Leagues, Fashion Designers: Colleen Quen (SF), Zac Posen (NY).

What People Say About Suzie Woodward Morris . . .

“Working with you is/was the best coaching experience of my life – so much so that I can’t stop recommending your work to those people who (I believe) will benefit from your experience and expertise.”

Stephen Garrison

VP Marketing, ZeroStack
San Francisco Bay Area, CA

“I was invited to the White House for a signing ceremony. Looking through my closet for the “right outfit” I uncovered this outfit that you helped me buy several years ago. It was perfect. (and still fit!) I was seated in the second row, right behind the ambassadors. After the signing ceremony, the President went down the front row shaking hands. When he came to shake the hands of the front row in front of me, he reached over to shake my hand in the second row. I was the only person in the second row he reached over to acknowledge. I thought of you and the power of wearing the right outfit.”

Sylvia Acevedo (formerly at NASA, Autodesk, Dell)

CEO, Girl Scouts USA
New York, NY

“As President of AICI (Association of Image Consultants International) I’m awestruck by the power of Suzie Woodward Morris’ ability to interact with her audiences. To watch her transform women on the stage in front of large audiences is the best ‘Improv’ theater I’ve ever experienced. Every time I see her I’m struck by her creativity, innovative intelligence, and magical ability to enable the viewers to experience “image” as one of life’s most interesting journeys. You simply must be there to see it . . .”

Marilyn Weller

Past President AICI

Westerbeke Ranch, Sonoma, WFW Camp: “I was thinking about you on the way home and of all you’ve accomplished. We were lucky to have you on the panel of authors today. You are warm supportive, funny, wise – not to mention stunning.”

Elaine Petrocelli

Owner: *Book Passages*
Marin and San Francisco

"For 22 years I've been flying from Wichita Falls to San Francisco to manage my image. With Suzie's help – no matter where I am in the world – my attire is appropriate, fits perfectly, is affordable and makes my diverse social engagements easy to attend.

Earl Denney, CEO (VP Coca Cola)

Wichita Falls, TX

"An understanding of Image psychology enabled me to achieve immediate (and dramatic) results in my professional and personal life. Suzie's talent for personal branding helped me distinguish myself from the competition – professionally and socially. I've changed careers and am recently married."

Karl Tshu

Attorney at Law
Los Angeles, CA

"I've been in real estate sales for 20 years, and, though I've been fairly successful, I earned more during the past year than I've ever learned before . . . all thanks to Suzie's "personal branding" and image strategies."

Patrick Northrop

New York, NY

"Suzie is the guru of personal image management. She works from integrity and well-grounded image principles that she has pioneered for many of us. She unselfishly mentors many start-up consultants in the field. What I like about her image coaching philosophy is ensuring that clients take charge of their own image development by helping them discover their potential, helping them discover their style and personal image through self-analysis and feedback. Authenticity truly describes Suzie Woodward Morris."

Marily Mondejar

CEO, Image 360
San Francisco, CA

"Suzie's knowledge of image psychology on a global basis has helped me to manage complex teams in Canada, India, Mexico, Hong Kong, and Tokyo. Cisco Systems, Inc. uses many consultants to inform, educate, and market its 'brand' – we consider Suzie's innovative image strategies to be unique and necessary to the achievement of our goals."

Anonymous

VP Cisco Systems, Inc.
Milpitas, CA

"I sent Ms. Woodward Morris 10 boxes of security uniforms for her to review and analyze in regard to a case against Disney, Inc., by a disgruntled employee. Her thorough knowledge of dress codes and uniforms for men and women was compelling. Her testimony as an expert witness enabled Disney, Inc., to settle the case, rework the dress codes, and provide an unhappy employee with a more suitable position at Disney, Inc."

Timothy K. Winterstein

Attorney at Law; Disney, Inc.
Orlando, FL

"Suzie's wardrobe and presentation strategies take years of uneducated guesswork out of clothing choices which gave me time to concentrate on my goals (and be rewarded publicly) for my achievements."

Thomas Cantrell

CEO
Austin, TX

"I can't imagine planning my curriculum without including Suzie Woodward Morris as a guest speaker. Her audience interaction, generosity of spirit, energy, sense of humor, and knowledge of Image is beyond compare. My class is filled with minority students with little or no money to spend on their image – Suzie shows them how to design an image on any budget by understanding the difference between fashion and image. Her lectures are heartwarming, magical and filled with useful information. "

Sanjoy Banergee

Professor of International Relations, San Francisco State

"I travel the world and have very little time to organize my image. Suzie's talent as an image manager (for the past 30 years) has made it easy to take care of the needs of my clients in a timely fashion, without any worries about 'how I look' or 'how I am perceived.' My life as CEO/Travel Agent is competitive – I can't imagine where I'd be without her . . ." "Suzie saved my life while I dealt with the complexities of terminal cancer."

Mary Cardoza

CEO Cardoza Travel
Palo Alto, CA

"Suzie Morris is the most entertaining speaker the Women's Symphony League of Tyler has ever had! Ladies were rapt with attention during her interactive presentation on fashion. She relates well to an audience of all ages and incomes."

Laura Hyde

President, Women's Symphony League of Tyler
Tyler, TX

"Working in High Tech Sales for Ziff Davis Media, Inc., creates many wardrobe and image challenges. What to pack, what to wear, what to drive, what technology gadgets to carry . . . how to 'rehab' my new condo AND successfully manage the usual duties of a happy wife. Suzie is high tech savvy, has abundant resources and excellent taste for condo rehabbing/decorating as well as excellent at finding shortcuts for entertaining clients/friends and the day-to-day care and feeding of a husband."

Courtney Coughlin

VP Sales, CNET
San Francisco, CA

"To me an 'image' was what I put on paper in charcoal or on canvas in acrylic and oil. After all, artists are usually excused for their lack luster image. I wasn't prepared for the constant 'schmoozing' with art dealers, society collectors, and gallery openings I'd be required to attend in order to sell my art. My wife (who met Suzie while working at Oracle Corp.) gave me 6 sessions with Suzie Woodward Morris for my birthday. I (foolishly) waited 8 months to call! Her creativity and knowledge inspired me to look at the world with a new vision. As a result, my artistic expression has expanded; I have a recognizable 'brand' with specified artistic goals and compensation enough to support my own studio."

Benjamin Johnson

Artist
Denver, CO

". . . Suzie is the best in the business."

Sarah Bunje

Canada College Instructor and Co-Owner Meyer-Bunje Boutique
San Mateo, CA

"Suzie Woodward Morris sees the greatness in every person; she enables each man and woman to see it in him/herself. Her audiences love her because she never talks down to them with her as the guide learning is FUN. It is magical to watch. . ."

Ellice Papp

VP UBS
San Jose, CA

"I really found it ("Focus on Body Language") fascinating, Suzie, and the response from the agents was excellent. So thank you!"

Patrick Carlisle

Director of Business Development
Paragon Real Estate Group
San Francisco, CA 94105

"Most people dress for success or to impress. I'm a known CEO with a family trust fund. I hired Suzie to help me (and my family) to dress so we would **NOT be noticed**. Suzie made it possible for us to go out in public without attracting attention and insured our personal security with bullet proof vests and jackets. She's a master of disguise and has made our lives worry free and much more fun!"

NDA - Anonymous

Hollywood, CA

"Selling media space is a fiercely competitive career. Suzie's image strategies and 'personal branding' techniques guide me to the top each and every day. It's a wonderful feeling to be publicly (and financially) recognized for my achievements! An added plus . . . an understanding of image and its psychology comes in handy in the guidance of my two teenage daughters."

Melissa Galliani

VP Sales, Digital and Broadcast Media (KGO AM 810, KSFO AM 560, Cumulus Media Inc.)
San Francisco, CA

"Your seminar was a huge success. Whoever thought color and style could so strongly influence how other people perceive us. Looking forward to working with you again, you are such a delight."

"What makes your presentation so different is you don't tell us to throw everything out but you teach your audience how to incorporate new trends into their existing wardrobe. You have a wonderful sense of humor and your energy is endless."

"You are such a joy to work with. You have made even the least fashion conscious think about themselves and how they are perceived by others. And you made it fit every figure shape and income. Who could not want to go out and boost their wardrobe up a notch after hearing you!"

"Our members went on and on and on . . . they loved you!"

Joan LeSauvage

VP Events, Women's Symphony League of Tyler, TX

"Suzie Woodward Morris is the best thing that can happen to your career. She is cheerful, smart, and ALWAYS makes her client feel good. She comes into your home, your office and/or your closet, makes friends with your clothes, gently "retires" those that are past their prime, and creates new relationships among your old favorites. But THEN when she takes you shopping - oh my! You look like a million bucks, without spending anywhere near that amount. She does homework before your appointment, has an array of possibilities to choose from, and makes sure that what you leave with is only clothing that you love, and that loves your figure. She is a true professional! Next Step: Executive Coaching – I can't wait!"

Charlotte Gaylord

VP Relationship Manager, City National Bank; Juliana Collezione Consultant; Past President of PWN
San Francisco, CA

"Suzie Woodward Morris is a dynamic speaker!!! She is entertaining from the get-go and involves the audience in making her points about fashion. She is witty, charming and intelligent, and she will truly keep your attention.....You laugh and you learn at the same time!!!!"

Patti Sachs

President, Women's Symphony League of Irving
Irving, TX

"Suzie Woodward Morris offers a dramatic, entertaining and fabulously amazing one-woman fashion presentation. It's an original interpretation which allows her clients to understand what to do and how to do it to enable the appropriate image and use it to their best advantage. She is truly "an original".

Billie Hill

National Sales Director, Mary Kay Cosmetics
Healdsburg, CA

"I embraced Suzie's Image process with (to say the least) reluctance. I had no idea how intriguing Suzie's 'Image Game' would be . . . I couldn't imagine my life without the knowledge she imparts to me and my team at Yahoo. My 'personal brand' complements my career and philanthropic goals and her image strategies taught me to recognize and understand people in ways I never thought of before."

Terry Sutton

Sr Director, TechSoup Global, Genesys, VP Yahoo
Mountainview, CA

"Suzie Woodward Morris is a dynamic and entertaining speaker who captivates her audience. For the past ten or so years, she has spoken to the Peninsula Forum West, a group of high-level professional and executive women, and she continuously draws the largest audience of our speakers.

She is knowledgeable about her subject, has relevant examples and comments, and is "on the money" as far as trends. Her delivery is impressive and she is a favorite speaker and author in the Bay Area."

Nancy W. Collins

Asst. to Chairman NovoVentures and Owner, Sr VP Landbank Investments, Business Advise For Women.com

"Suzie is the REAL fairy godmother! Every October she spreads her magic all over my wardrobe and has done so for many years. I'm still celebrating the help, hope, imagination and generosity she shares with me on our annual shopping excursions. I just LOVE the new me!"

Margaret Rose

Artist
Palo Alto, CA

What is more than "Thank You?" My time with you was truly transformative. 🙏 You were right - I've been in a rut. 😞 You have totally jiggled me up (in a good way). I'm thinking about "the plan" going forward - I would like to invest in some more sessions with you and learn about what is involved in hiring you to be my stylist. ⭐ I'm not sure how best to go forward but I want to! ❤️
Me 🙏🙏

Sally Stull,

Managing Broker at Compass Real Estate Group
San Francisco, CA

"It was great fun for us! I am sooo glad that Pam decided to stay (I knew she would love it!) You have a wonderful warmth that is a joy to be around. There aren't many women who can pull off going into our closets and making us feel so comfortable. You are one in a million!"

Cheryl Lazar,
Realtor at Compass Real Estate Group
San Francisco, CA

"As usual you were amazing and VERY EFFECTIVE last night. Had so much fun!"

Elisa-Marie Dumas
Watermark "For Exceptional Women"
Palo Alto, CA

"Got a pair of skinny jeans and to my amazement, I love them! Also got a brown sleeveless sweater coat, a black jacket, couple of pairs of new pants and a really neat casual orange raincoat-like jacket. All of these are (I think) the types and designs that you suggested for me. Again, you are great because you give me confidence as to what I should look for when I shop. I'm even starting to get used to my new higher profile – the right people are inviting me to share my expertise! Thank you!"

Carol Marshall (former President of Federal Reserve Bank)
International Women's Forum, San Francisco Chapter
Menlo Park, CA

"Your presentations just keep getting better and better. Your innate ability to connect with the audience in so many ways is breathtaking – I could watch you all day! Thank you for transforming us in ways we could never have imagined!"

Nancy Raznick
Metropolitan Club
San Francisco, CA

"You were magnificent with the kids, and they LOVED you! You should have heard the comments after you left; they couldn't stop going on about how helpful you were. They asked if you could come every week. You really connected with them, which is a rare gift when it comes to teens. ☺ Listening to you yesterday brought to mind the inspirational quote I read just this morning by Richard Bach: *"Don't believe what your eyes are telling you. All they show is limitation. Look with your understanding, find out what you already know, and you'll see the way to fly."* We all want (and need) more time with you – you are an inspiring woman who understands and knows how to empower others."

Rose Lavendero Kurtz, TM Financial Forensics (Allstars Project)

"As a formerly 'too casual CPA', and current CEO of a startup internet Mortgage Company, Suzie's Image advice has helped me to manage a complex board of directors and invite the right investor participation with positive results."

Marcus Levenathal
Chicago, IL

“Working with you during my interview process was not only thought provoking but enabling, engaging and more fun than I’ve had in any learning environment. Thank you, Suzie!”

Dawn Gross, MD

Physician UCSF Medical Center

“After hitting a ‘wall’ in my career, I hired Suzie to help me understand myself in order to grow as a (potential) leader. The hard work paid off! Everyone I know has commented on “how I’ve changed” and they all want to know “how” I did it. My 1st step in mentoring my team/s will be to hire Suzie to help me take our Computer Scientist/Engineers from “talented” to “visionary.”

#Slack: Anonymous (NDA): Computer Scientist/Engineer

“I have spent my life with successful people at home, in my career and now, in my startup. And, through a strange and wonderful referral, I now have my most visionary mentor, Suzie Woodward Morris. Her lifelong connections have led me to places I only dreamed about. She has put together a group of Masterminds that are helping me take my entrepreneurial journey into the world of fashion, technology and money-raising with the necessary confidence that I can make my vision REAL. I can’t begin to imagine what it would be like if Suzie was not on my team!”

Anonymous (NDA) Designer; GOOGLE

“One of my mentors, Steve Garrison, invited me to hire Suzie Woodward Morris to guide me through a difficult Interview Process. Her support and guidance has encouraged me to use my talents in order to gain a stronger leadership position. I now have the job I want and will continue to work with Suzie as I navigate this complex process of career growth and personal development.”

Anonymous (NDA); Head & VP of Sales and Business Operations

“There’s nothing better than living with your own image maker. I met Suzie on one of her book tours in 1985. Even though she got rid of my ‘comb-over,’ ‘too short pants’ and ‘window shield’ eye glass frames, I can’t imagine spending a day without her. Be careful – she’s addicting!”

R. Curtis Morris, MD, Professor of Medicine

UCSF, San Francisco, CA