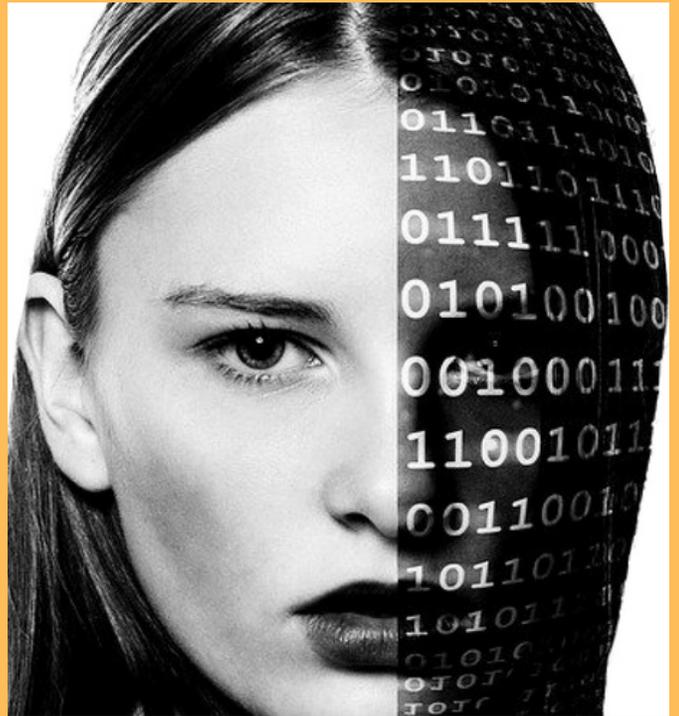

MAKING A BETTER IMPRESSION LIVE AND ONLINE

A guide for modern students



**An image presentation by
Leah Morrigan**

WHAT IS IMAGE?

Everything about us sends messages out to the world. This is our image. It is transmitted through our appearance, our behaviour, and our communication; it manifests in our presentation and influences whether people will trust us or not.

The consistency, clarity, and genuineness of our messages will influence the degree to which people trust us, and this has professional implications.

WHY DOES IT MATTER?

In an unsteady, lockdown-prone reality, our window to the world is through our digital devices. Through these devices, our digital image is created and this becomes a part of our identity, our reputation, and eventually, our brand.

To be aware of *what* as well as *how* we communicate through our digital window is a powerful advantage.

PROPOSED COURSE OUTLINE

This outline was created for a third-year English department communications class but can be tailored to any faculty.

This presentation is intended for future professionals and leaders to help improve their public image and boost their credibility, making them more competitive in the job market.

Running time: approx. 50 minutes

01

What is image?

02

Why is it important?

03

Creating a digital image

- photos
- bios
- comments, likes, online associations

04

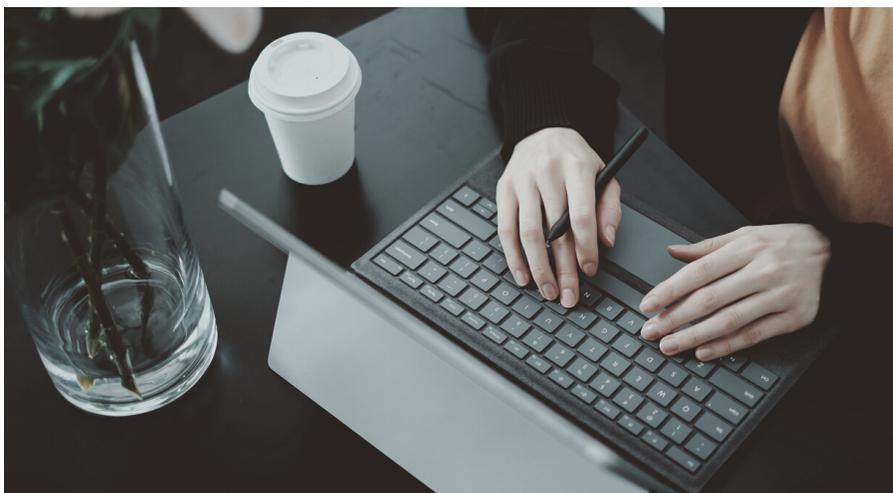
Communication

- speaking in life
- speaking to media
- body language

05

Digital presence - with integrity

- the weight of our digital presence, now and forever



AUDIENCE FEEDBACK



"Leah provided an exceptional presentation filled with vital information for anyone in any field. I found myself immediately drawn in and hope I can learn from people like Leah throughout my career."



"Leah gave many great points in her presentation, many to which I am taking and implementing into my everyday life from this point forward."



"Leah utilized her own experiences and built off of real-life scenarios that allowed us to genuinely grasp what she was saying. I am currently working towards a career in marketing and the topics Leah brought up correlated directly."



"Leah's presentation was extremely captivating and fun... She made the whole talk super engaging."



"Since Leah's presentation, my outlook about my image has changed and I am now so much more conscious about the words I use and the things I do... Since being more mindful of this, my relationships with people are improving."

LEAH MORRIGAN



Leah blends art, science, and communications into her work as a professional image advisor. She comes from a unique and eclectic background with experience in business, academia, not-for-profit, media, production, clothing and costume design, and writing and editing.

She is a certified image consultant and the first woman in Canada to specialize in men's image. Leah works with business, academic, medical, political, and entrepreneurial professionals to help them find their edge and present at their best.

Leah has written extensively about her image work, clothing and costume, colour theory, textiles, and gender and masculinity, and has been featured in major Canadian media. Her opinion is often sought around election times.

Progressing from writer to editor, Leah currently serves on the National Executive Council of Editors Canada and operates Polished Copy Editing, specializing in digital non-fiction content.



CREDENTIALS & EXPERIENCE

Guest lectures:

- "Image Messaging for Writers"(English 305: Visual Rhetoric for Professional Writers): University of Victoria
- "Height Inclusion in Menswear": Toronto Metropolitan University
- "Colour Theory, Psychology, and Costume Design": Ontario College of Art and Design University
- "Professional Image in the Workplace": University of Regina Alumni Association
- "Understanding Your Image on Camera": College of Sports Media

Volunteer experience:

- Director of Volunteer Services, Editors Canada (2021 - present)
- Manager of Model Relations, TOM* - Toronto Men's Fashion Week (2016 – 2018)
- President, Irish Association of Toronto (2015 - present)
- Editor and Board Member, Canadian Celtic Arts Association (2011 - 2013)
- Editor and Board Member, Association of Image Consultants International, Canada/Toronto chapter (2004 – 2006)
- Route Monitor Lead (Toronto), AIDS Walks for Life (1999 – 2007)
- Gay Men's Outreach Coordinator, AIDS Committee of Toronto (1997 – 2003)

Published in:

- *Canadian Medical Post*
- *Toronto Star*
- *Huffington Post*
- *The Hill Times*

Featured:

- CTV News
- Global News
- CBC News, Television, Radio
- Breakfast Television
- Zoomer Media
- *Globe and Mail*
- *Toronto Life*

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