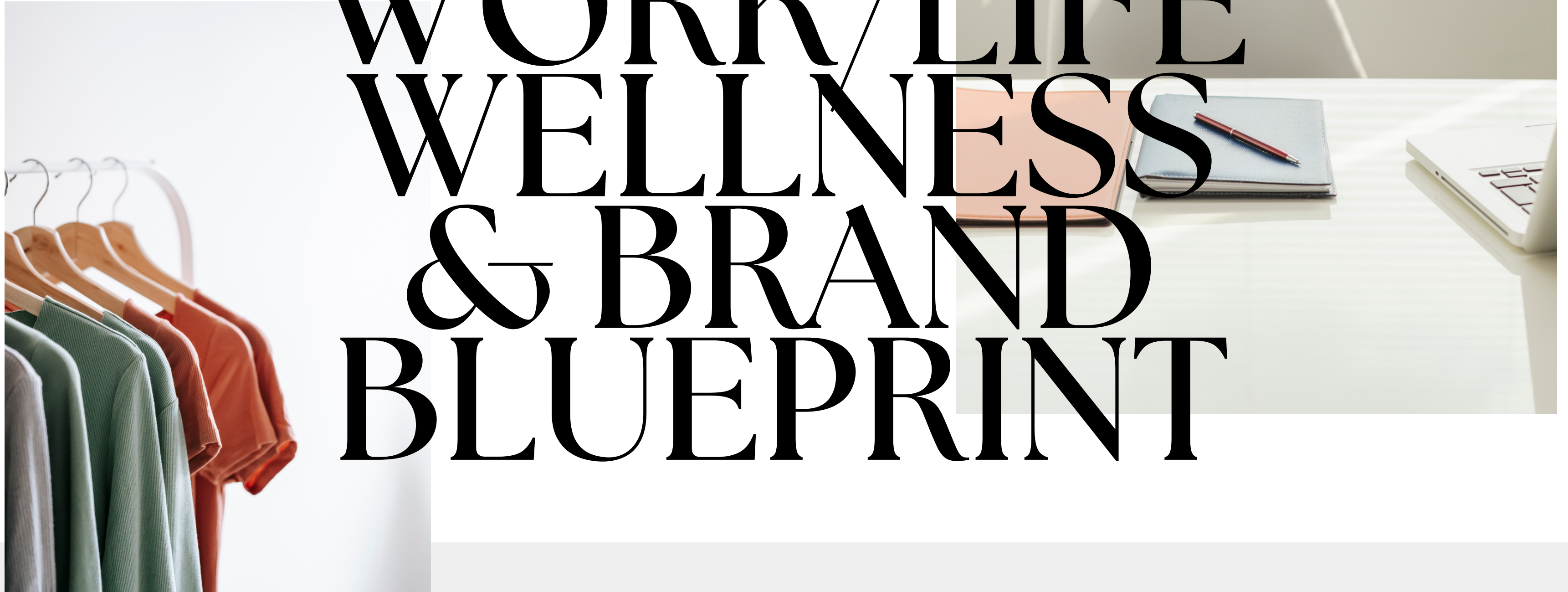




BLUEPRINT FOR STYLE

WORK/LIFE WELLNESS & BRAND BLUEPRINT



INITIATIVE

The **Work/Life Wellness & Brand Blueprint** initiative was created to address some of the anxiety and stress associated with returning to work by providing awareness and understanding of the **importance of appearance** (aka brand) for everyone who contributes to an organization's reputation (i.e., staff, administration, executives).

Onsite expert coaching is offered to motivate in-person interactions and create real-time solutions that **elevate and refresh** one's appearance, and access to on-the-spot solutions helps to resolve more immediate issues that may arise.



INFLUENCING RETURN TO WORK

A recent Gallup poll, indicated **a few solutions** like flexible or part-time remote working and onsite childcare as possible solutions to lessen return-to-work angst, however, alternatives such as **mental health services** to alleviate some of the stress associated with the new work environment were also at the top of the list!

The **Work/Life Wellness & Brand Blueprint** initiative helps address the anxiety and creates a more business-ready workforce. The **framework** of the Work/Life Wellness & Brand Blueprint initiative emphasizes

- **awareness** of the importance of appearance and how it contributes to **mental well-being** at work
- **tools** to make changes where they are needed
- **expert coaching** as a direct resource to reinforce P&Ps and education
- **reduced anxiety** by providing a way to feel confident

Psychological studies show that when professionals dress for business, they have **increased productivity**, “...it tells your brain something new is about to happen and helps you shift gears.”



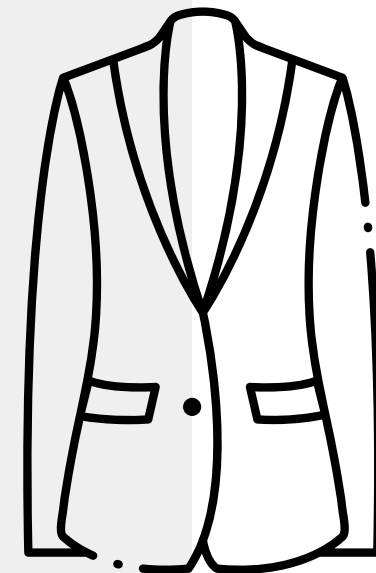
WHAT & WHY

The **Work/Life Wellness & Brand Blueprint initiative** offers solutions professionals need, and align with an organization's need to have staff return to the office. It provides direct guidance on new "work" dress guidelines. It supports three mission-critical areas within any organization: **Professional Development & Education, Employee Mental Health & Wellness, and Company Culture.**



44% is the percentage of working adults who report feeling anxious about the prospect of going back to work for a variety of reasons, including health concerns, childcare, loss of flexibility, commuting time, and, yes, **not having the appropriate attire for business or not knowing what is appropriate.**

In the District, 48% of employees worked remotely, which had increased slightly to 56% by 2022. The more significant concern is that **the percentage of workers who would prefer to remain remote is increasing** – 37% to 44% - and is not attributed to concerns over coronavirus.



THE BLUEPRINT

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Benefits



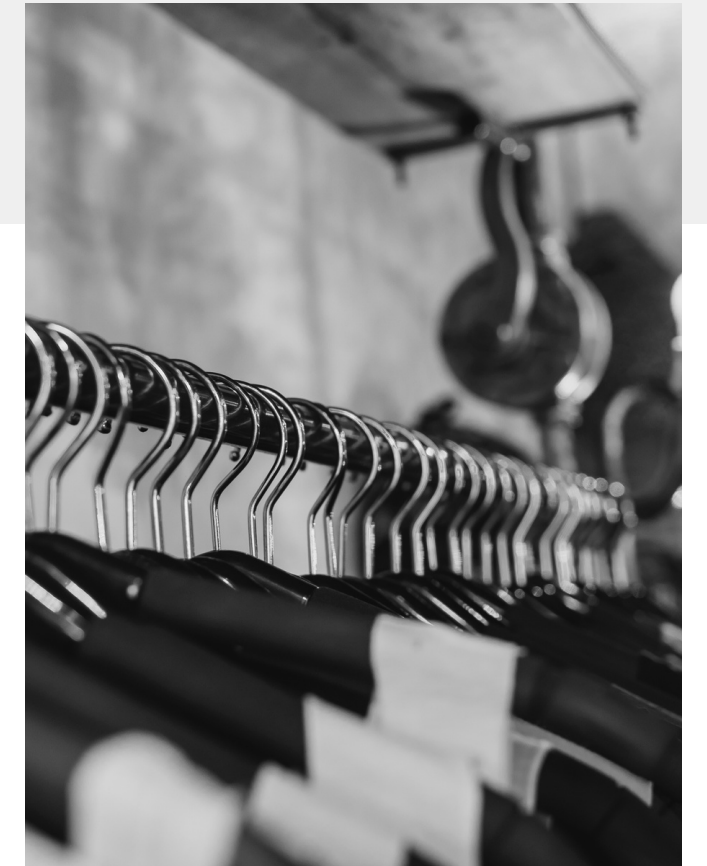
- Incentive to ease transition back to the office
- Reinforce dress code and appearance
- Reduce anxiety surrounding work appearance
- Expert-level modeling of desired branding
- Pilot participation: 6 months of consistent pricing, scheduling priority, and option to increase onsite availability

Features



- Expert branding staff
- Flexible office hours
- Onsite coaching
- Accessible one day per week, biweekly (possible increase post-pilot)

Investment



- \$7,500/month
- Startup time is approximately one month after contract signature
- Operational factors such as location, scheduling, marketing to staff, etc factor into startup time as well



SNEAK PEEK

Resource Closet

Available from 8am-6pm,
every other week

In-Person Expert Office Hours

Schedule online for time
every other week (9am-
11am/2pm-4pm)

Virtual Expert Office Hours

Schedule online and
available every other week
and during selected off-
hours

Professional Presence Seminar

Offered quarterly for 30
minutes



IN MY OWN WORDS...

*“As a **wardrobe stylist and personal branding expert**, I show people how to create the best version of themselves by understanding the reasons, inputs, and consequences of having a curated and consistent brand. I have spoken at conferences across the globe, conducted professional development training for **major corporations** like Merrill Lynch, Wealth Management Division, Marriott International, Comcast Corp/NBC, and Oracle, and presented branding seminars for undergraduate, graduate, and law schools around the country including Georgetown University, SMU, Case Western Reserve University Law School, and a host of other institutions.*

*These experiences, continued research, and life experience have provided opportunities to hear the issues and concerns. **Work/Life Wellness & Brand Blueprint** simultaneously addresses leadership concerns around brand alignment and employee wellness by incentivizing professionals to return to the office with expert resources and providing direct coaching and professional development that can be seen immediately and continuously.*

*The services are meant to create an **incentive, awareness, education, coaching, and solutions** that cater to all levels – and results in better customer/client/patient interactions and improved brand recognition for the organization.”*

MONICA BARNETT



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ABOUT THE COMPANY

Blueprint for Style is a wardrobe styling and personal branding company founded in 2008 by Monica Barnett. Its mission is to ensure individuals and organizations understand the importance of a polished presence, the power of the first impression, and how to achieve it. We **create awareness and provide the know-how** to be more intentional in the creation of one's style and align that with one's professional brand every day. Monica Barnett is the Founder and Chief Image Curator of Blueprint for Style, the Washington, DC-based wardrobe styling and personal branding company with global reach.

Monica has over **14 years of styling and branding experience** and has been featured on many stages worldwide. Blueprint for Style has been in Real Simple, Vogue, and Lucky Magazine, on WUSA9, and Good Day Washington, and was one of AARP's Entrepreneurs on the Move for 2020. She has had the privilege of **partnering with major corporations** to fine-tune their employees' style and brand; and the opportunity to work with corporate executives, politicians, and world-class athletes.

As a black female entrepreneur, Monica is a two-time author, wardrobe stylist, speaker, coach, influencer, and educator who focuses on **empowering individuals** to live their best lives by identifying and developing the best version of themselves as often as possible.



PREVIOUS CLIENTS

Case Western
University School
of Law & Graduate
School Council

Georgetown
University's School
of Law and
Business School

Merrill Lynch
Wealth
Management
Division

Oracle, the
Americas

Comcast
Corporate

Marriott
International

Thompson
Hine



THANK YOU



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