



my Aura
Finishing School

Redefining Elegance



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About Us

About Ruchi Sharma



Ruchi Sharma is an internationally certified Image consultant, Personal Branding Mentor, corporate trainer, speaker, and author. Ruchi founded my Aura Business Consultant in 2009 to become one of the few consultants to bring in the concept of Image Management and Branding to India.

Ruchi is a highly dynamic, pragmatic and professional relationship building expert; helping entrepreneurs, leaders, professionals, managers and executives to succeed by guiding them on authentic relationship building skills. She also helps them in communicating their personal brands when networking to generate referrals, find opportunities and influence others.

A diploma in psychology and post-graduation in management later, she was perfecting her skills working with India's leading healthcare service providers. After the corporate exposure, she decided to take it to the next level by becoming one of the first internationally certified Image Consultant in India with specialization in Image, Body Language & International Etiquette.

She is associated internationally with multiple accredited associations of Image Consultants. She has been one of the few Associate members of AICI & Coaches Association of India. She has been trained by an internationally renowned US based Image Consultant and Trainer Rena Trepanier, having 20 years of vast experience in image management and consultancy.

Ruchi has trained innumerable individuals across hierarchy - Directors, entrepreneurs, VPs, GMs, managers, trainers, executives, teachers, professionals, and students from several organizations to enhance their personal & professional outlook. She has worked hard in recognizing the uniqueness and nurturing the potential in every individual on path to satisfaction and happiness.

About my Aura



My Aura is an evolving front-runner in the field of image management. We specialize in complete image analysis, verbal & non-verbal communication skills, professional dressing, etiquette training, career and business consultation.

"Aura" is an impression or an image, being Latin in origin the word is used to describe the atmosphere surrounding an individual.



myÁura provides you with a complete solution to create an everlasting first impression in personal and business life by enhancing your strengths & creating *the* right image for you to get “noticed”. Be it a corporate need, individual need or educational institutional requirement, we help to transform the existing qualities into lasting results by “cater into your strengths” to create a “Right Image” for you.

myÁura provides customized consultation, programs & workshops which are comprehensive & well-structured with “real life applications” for corporate and individuals alike. We help in strategic planning to form the foundation of your powerful brand & image.

Why my Aura: Competitive Advantages

myÁura has built a strong niche in personal and organizational branding and reputation management over last 10 years. **Excellence, Enthusiasm and Commitment** are the three core values which drives “**my Aura**” to get associated with the clients for a long term association.

Our approach includes flexibility and customization of tools to achieve the desired outcomes in relation to current and future business challenges. Our hands on approach and involvement in current live projects make the interventions successful.

Ruchi’s value proposition

“I help businesses and individuals build and promote lasting brands. I use my enthusiasm, excellence and commitment for self-direction, to help clients identify their uniqueness and use it to and take control of their careers and lives by providing comprehensive answers to their queries with extreme dedication to help them **get noticed**.”

Select Credentials / Publication / Clients

- Certified Image Consultant, AICI (Iowa, USA)
- Personal Image Certification, TEB Associates, Vermont (USA)
- Master of Business Administration (MBA)
- Diploma in Psychology, SAC Dip (Psychology)
- Certificate in Body Language, SAC Cert (Body Language)
- Micro Expressions Practitioner, Centre for Body Language
- Certified Trainer, TAFESA
- Bachelor of Dental Surgery (Gold Medalist)

“Branding Businesses and Careers Valuable”



Become an Image consultant at the best grooming school in Ahmedabad- India

'myAura' Image consulting institute offers a comprehensive and focused **train the trainer program** for the budding image consultants. **Ruchi Sharma (Image consultant, Ahmedabad)** leading edifier and coach have designed the program with her vast 15 years of experience in the industry. The program offers the participants a deep understanding about the profession of working as an Image consultant, various nitty gritty of the profession and how to start a successful entrepreneur journey by helping and bringing change in other people's life.

Train the Trainer is a 15 sessions (45 hrs) of advanced Image, business and etiquette program for those who are looking to have a flourishing career as an Image consultant. The participant will get an opportunity to participate and observe the instructor during actual trainings. Our comprehensive and extensive course will help equip them with the knowledge and tools to conduct successful and lucrative profession in image consulting.

What will the participants get?

- Get trained and mentored by the best **Image consultant, Ahmedabad** and **corporate trainer Ms. Ruchi Sharma.**
- Have practical experience at one of the **leading finishing school in Ahmedabad.**
- Well designed course material, study materials, powerpoint presentations and activity booklets.
- Get business acumen, branding strategies and post program support in growing your entrepreneur journey as an image consultant.
- Website designing and social media business page set up (optional)
- As per the caliber and performance of the participant can get a job opportunity to join my Aura 'finishing school as a trainer and consultant.'
- Get a program completion certificate.



At the program's conclusion, participants will be able to:

- Have a thorough understanding of Image Consultation as a profession.
- Discover and explore your unique qualities to help you achieve success in your business venture.
- Use your expertise to help individuals and organizations to achieve their image goals.
- Communicate your business online and offline.
- Utilize social media tools to effectively present your expertise to potential employers and clients.
- Improved communication and presentation skills.
- Carry elegance with poise and finesse.

Training methods used & main activities :

Personal branding techniques, self-reflection exercises, embodied learning tools, assignments, personal feedback, coaching, group work, discussions, interactive lectures, simulations and role plays.

Individual Program fees:

- **Train the trainer fees for below mentioned program: `Rs.70,000/ individual client (excluding travel fares and stay)**
- There would be total **15 sessions (45 hours)** with the client as required.
- One session of 2hrs for the need analysis and personal interview (excluding the 15 sessions)
- Each session would last approx **3 hrs** on mutually convenient time.
- Usually the mode of conduct for the sessions would be through video conferencing and face to face as convenient for the client.
- Scope of more training sessions as required can be discussed and would be considered 'change in scope' as mutually agreed.
- Acceptance to the proposal would be considered as acceptance to the terms and conditions.



Image Management – The curriculum

The Image Elements are Clothing, Grooming, Body Language, Etiquette and Vocal Communication. Image management is about making optimum use of all these resources. Image management involves learning the science and art of optimally utilizing these elements for the achievement of goals in each role that one plays in life. Keeping this in mind the module designed by 'myAura' is crisp and comprehensive so that the individual is successful in creating their niche and give expert consultations to their clients with confidence and flair.

Introduction: (Part-1)

- What Image is?
- Why Image matters?
- Importance of Image.
- Image consultation as a profession.
- Types of services to be offered.
- Types of clients.

Areas of Expertise:

- Visual appearance
- Personal style
- Body types
- Wardrobe
- Color analysis
- Makeup and skincare
- Grooming

Business communication skills/first impression

- Giving introductions
- Meeting and greeting people
- How to use titles
- Handshakes
- Art of making great first impressions



How polite you are?

- Speaking wisely
- Sparking a conversation
- Listening politely
- Using tact in any situation
- Art of small talk
- Enhancing verbal and non verbal communication skills
- Pronunciation and speech
- Modulate voice and gestures to churn up emotions
- Various exercises to polish enunciation and pronunciations of commonly mispronounced words
- Interpersonal communication and rapport building
- The power of words to strike casual conversations
- Insights on quick rapport building
- Understand the importance of asking the right questions to get desired responses
- Managing the verbal and non-verbal factors of communication
- Barriers to communications
- Effective listening
- Modulating voice and gestures to churn up emotions in team members and subordinates
- Speaking with charm and leaving the listener enthralled, and inspired to take action
- Elevator speeches in different settings - Participants learn to introduce themselves in a short and concise manner and practice the art of formal self-introductions in different situations

Active Listening & Interpersonal skills

- Diff between hearing & listening
- Empathy
- Behavior to support active listening
- Steps involved in building rapport
- Overcoming Communication Barriers

Pronunciation & Voice modulation

- Choice of words
- Stress and intonation for sounding credible and trustworthy
- Speech
- Diction
- Tone
- Pitch
- Volume



- Pace

Your personal brand

- The concept
- Self confidence, stress and brain
- The happiness factor
- Self promotion v/s bragging
- Labeling theory
- Balancing personal and professional life
- Communicating your personal brand
- Online personal brand

Body language for Leaders

- Customer relations
- Pitching
- Building Rapport
- Successful Selling
- Winning Client Relations
- Customer Validation

Your Nonverbal Brand

- Effective Networking
- Impactful Elevator Pitching
- Building Your Online Presence (LinkedIn, Google+, Facebook etc)

Building Your Business Team

- Lie Detection
- Hiring
- Finding Great Partners
- Connecting with Colleagues
- Leadership
- Management

High Pressure Business Situations

- Investor Pitching
- Public Speaking
- Negotiations



Business etiquette

- Building good relations/networking
- Net and telephone Etiquette
- Etiquette at workplace
- Cocktail Parties and Other Off-Site Business Function
- Affinity. Finding something you like.
- Saying Thank You or rather acknowledging.

Workplace Civilities:

- General office courtesies (elevators, visitors, washrooms, cafeteria etc)
- Cubicle Etiquette
- Meeting Etiquette
- Success and politeness indicators
- Constructive criticism
- Team work and communication
- Gender sensitive etiquette at the workplace
- Maintaining appropriate and friendly disposition towards opposite sex colleagues
- Chivalrous and courteous behavior towards lady colleagues
- Off site and office parties

Advanced Presentation Skills:

- Delivering captivating presentations with ease
- Creating powerful presence and powerful openings
- Insights on quick rapport building and how to connect with all audiences instantly
- Engaging the audience with light humor and discreet interaction
- Modulating voice and gestures to churn up emotions
- Various verbal exercises to polish enunciation and pronunciations
- How to leave the listener enthralled and inspired to take action
- Eliminating monotone and boredom
- Eliminating "Overkill"
- Monitoring and managing audience reactions precisely
- Live video recordings and replays. Discussion on how the speech pattern, diction and body language can be improved upon to make a dynamic presentation
- Self-assessment on elevator speeches and identifying individual areas that need improvement
- Common presentation bugs (content, communication, body language)
- Managing physical and mental stress during presentations
- Understand cause of nervousness and how to overcome the same to be a confident presenter



Basic to Advanced Dining Etiquette/ hosting a party

- Basic tablemanners
- American and continental style of dining
- Use of fork and knife
- Napkins knowhow
- Ordering menu
- Hosting a dinner
- Handling difficult food/utensils
- Beginning a meal
- Silverware arrangements
- Business dinner protocols
- Toasts and toasting

How to do Consultations? (Part-2)

- Preliminary consultations
- Client questionnaire
- Observations and evaluation
- Creating an action plan and budget
- Total body analysis consultation
- Wardrobe consultations
- Communication and etiquette training

Starting an image consulting business: (Part-3)

- Creating a business plan
- Choosing a business name
- Setting up your office
- Finances and operation
- Promotional tools
- Brochures, business cards, website, social media (assistance)
- Marketing techniques

“Be ready to be paid by helping in creating successful Images”

