



TANIA STERL

"SHOWING WOMEN HOW TO ELEVATE THEIR STYLE AND SUCCESS."

SPEAKER & FASHION EXPERT

FOUNDER OF STERL ON STYLE
IMAGE CONSULTANT

ABOUT TANIA:

Tania Sterl is an energetic and eloquent speaker that brings her 18 years of fashion design expertise combined with an image consultant certification to inspire women to dress for the next level.

Tania conveys valuable and relevant information about style that audiences can apply immediately to improve their image, dress with confidence, to advance their careers and ensure their future success.

As founder of Sterl on Style, Image Consultant Agency, in addition to speaking, Tania works one on one with female professionals through her personal styling services, workshops, and programs to get women dressed and ready to lead and succeed.

CORPORATE CLIENTS:

Financial Women's Association, NYWBA, NAWBO, Columbia U Club NY, NY LIFE, KMPG, Marcum LLP, PWC LLP, Anchin Block & Anchin LLP, Thompson Hines Law, Thompson Reuters, ICF International Coaching Federation NY, PWC, In-Touch Networks, Evolve, Covey Club, SCORE, NYXPO, and many more women's initiatives and organizations.

ASSOCIATIONS:

Member, NAWBO NATIONAL
Board Member, NAWBO NYC Chapter 2019-2021

NON PROFITS:

Dress for Success, Grace Institute,
W!se Program, Savvy Ladies, Dare to Run

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SIGNATURE WEBINAR:

STYLE YOUR BRAND: HOW TO ELEVATE YOUR IMAGE & INFLUENCE. STAND OUT WITH STYLE TO SHINE ONLINE

Your image is a key marketing tool to attract more ideal clients and opportunities to you to advance your career and amplify your brand and business. Does your personal brand style represent the true you? Or are you being passed over? Tania Sterl, founder of Sterl on Style, will show you how a strong personal brand style can attract more ideal opportunities to you to advance your career, elevate your influence, and increase your visibility to become magnetic and memorable, both online and in-person.

- How to elevate your virtual presence with confidence
- How a well-defined personal brand style will help you to stand out and appeal to your ideal audience, increase your followers
- How to differentiate yourself from other experts in your industry
- Establish yourself as a speaker and thought leader
- Dress to lead and succeed.

We will explore:

- Your current role, your future goal, and how to create a style that represents you and your personal brand in tune with your goals.
- Your defining words that highlight your uniqueness and differentiates you from other experts in your industry.
- The importance of taking control of your image from your digital presence, website, headshot, social media for the best impression
- How to translate your defining words into details to express your style
- The power of color to energize your audience, and enhance your appearance.
- The do's and don'ts of "camera-ready" style

Attendees will walk away with the tips and tools to refine your personal brand style that conveys your uniqueness, your expertise, to be seen the leader you truly are.

RAVE REVIEWS:

"Tania's presentation on helping women to transition their professional wardrobe from summer to autumn styles was very well received by our Women's Group. Tania's tips on how to be presentable and look professional and confident in a workplace were greatly appreciated by the audience. Wonderfully done!"

~ Oxana Olach, Tax Manager at Anchin, Block & Anchin LLP

"Great presenter! Tania was great with giving my group of professional women tips on how to elevate their style. She even brought in actual items to show how mixing wardrobe staples with fun accessories can make a difference. Highly interactive presentation."

~ Saran Johnson, Human Resources Director at Marcum LLP



Tania Sterl: Other Talks

Decode the Business Casual Dress Code

Has "dressing for your day" been difficult to define and enforce? Tania takes the guess-work out of business casual while still looking polished and professional.

For: Millennials and Entry Level to Middle Management and Directors

Style your Brand: Leverage your image as your key marketing tool

Don't be passed over because you don't have a strong personal brand image. Create a strong signature style to be seen as an expert and leader in your industry to increase sales and attract ideal clients. Bottom line: Dressing better is better for business.

For: Real Estate Agents, Sales Representatives in Insurance & Pharma, Entrepreneurs.

Camera-Ready Style

Are you playing it bigger on stage or on TV? This image coaching seminar will give you the tools to dress and the power of color and importance of fit to pop on camera, for live or video speaking engagements. Be seen as the leader that you are, set an example, inspire your audience as to what's possible.

For: Speakers, Thought Leaders, Authors, Female political candidate, TV & Media Personalities

Additional Experience:

- Moderator NYEXPO Javitz Center 2018
- Panelist for women's networking groups in New York City.
- Sponsorship Speaker for Business Events
- Brand Ambassador & Showroom Host
- You-tube Video Channel: Sterl on Style TV
- Image Coach for Executive Recruiters & Coaches
- Writer for online articles on Style: Daily Worth and more



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