

Managing Change Effectively

The hidden power of image in
cultural intelligence

Leading with Impact

4 Themes of Image Ability

Training Programmes

Corporate Training and Coaching

Workshops

Learning With Impact

Change is difficult...

Image and style can have a profound impact on various aspects of life, work, and success.

The evidence shows that your image can be an active ingredient in managing change positively, helping people think, feel and act differently, and shaping how others view them, positively.

We believe it all starts at the core of an individual - going beyond surface appearance and instead rooted in values, beliefs, personality, and self-perception. At Image Ability, we advocate self-discovery, and the ability to grow and develop a personal and professional presence that has impact.

... whether that's organisational change, returning to work after a break, or changes in your health or hormones. It can leave us confused and anxious, which can affect our performance at work as well as our wellbeing. But how people feel about themselves, and how they project themselves, isn't just the result of these changes, it can actually influence them.

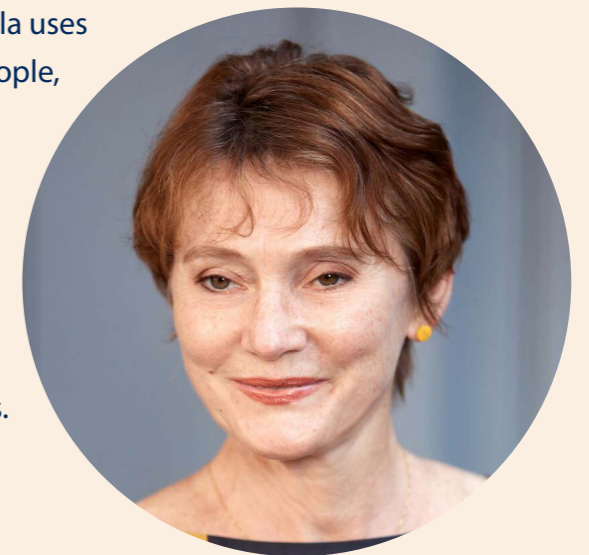
Daniela, a Cambridge University alumna, passionate about data and human behaviour, became a pioneering force in the knowledge economy. As an entrepreneur, cross-border strategist, and image consultant, she empowers both organisations and individuals through strategic change.

With an impressive track record, Daniela founded two highly successful digital start-ups that disrupted the status-quo in location-based business applications long before digital giants appeared on the scene. A value-driven authentic leader with extensive commercial experience in fast paced, culturally diverse, complex environments she also led a pioneering, digital transformation programme for European cities.

Daniela Florea

Now, as the founder of Image Ability, Daniela uses her 30+ years' experience of developing people, teams and business to empower women at different life stages, helping them regain strength, relevance, and confidence.

Her approach centers on lifelong learning and authenticity, bridging inner characteristics with professional aspirations. Daniela champions the essence of female leadership across cultures.





At Image Ability...

...we work with a signature 4-theme approach to help women design, improve and transform image and style from their core, with confidence and poise. It enables women to grasp the opportunity to grow, succeed, and thrive through change.

We offer:



Training programmes & facilitated workshops



Mentoring and Coaching



Workshops

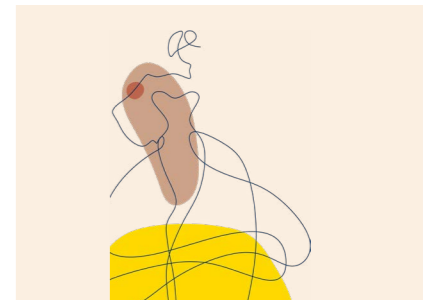
We aim to help individuals and organisations with their personal and professional image transformation goals. From personal branding, emotional intelligence, executive presence, to personal development and mindset growth, our work is a catalyst for change, image with substance and authentic leadership.

4 Themes of Image Ability

1

EXPLORE

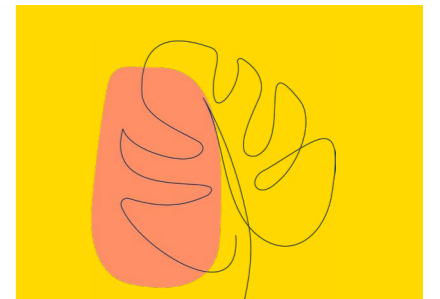
Explore the essentials of individual image, starting at the core, and connect with your inner characteristics.



2

GROW

With steps and guidance to handle change through positive image building experiences, you will be better prepared to tackle the inevitable changes ahead.



3

DESIGN

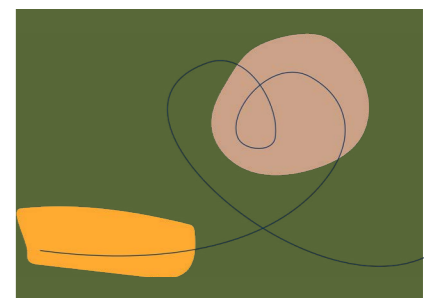
Consider and design your image mindfully and sustainably. Master healthy habits and bring together those inner strengths to match your goals.

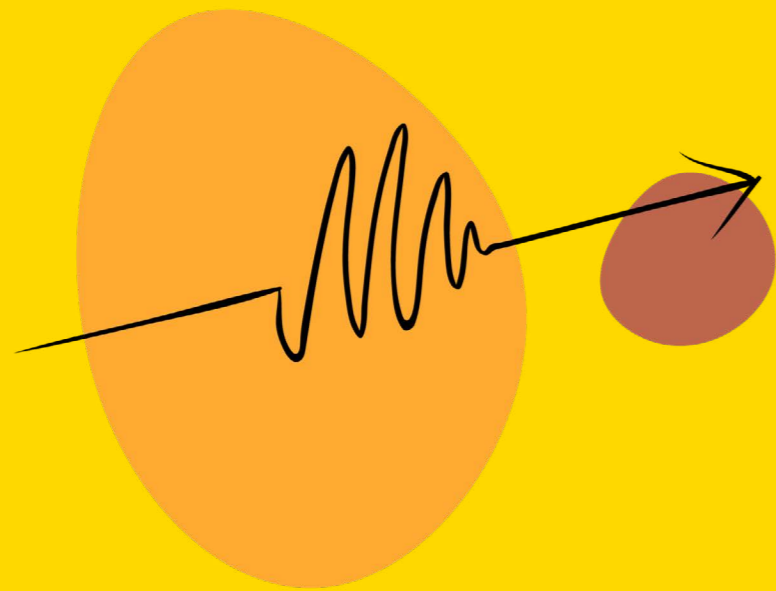


4

REALISE

Realise your aspirational image with support around you. Take and own your strengths, values and new learning to realise your goals.





Why us?

We have forged our own image 'in the fire' coming from over 30 years of international business, working with high powered executives in financial services and the diplomatic corps, and with the more dynamic and creative movers and shakers in a wide range of industries and across cultures.

Our values, experience and continuous learning have fueled our signature Image Ability approach.

We work with organisations who wish to attract and retain their female talent – by helping them design, improve and transform their image and style, from the inside out, with confidence and poise.

We enable individuals and teams to grasp the opportunity to grow, succeed, and thrive through change.

Training Programmes

Daniela Florea, founder of Image Ability has taken her experiences as a ballerina, teacher, successful tech entrepreneur, and leader in the new era of digital transformation - alongside her expertise in leadership, change, and image management - to carefully design and create programmes to enable women to positively embrace change.

The approach of Image Ability revolves around individuals aligning their inner characteristics with their goals, and gaining the courage to grow and realise the image they desire for their lives.

We highlight the sheer power of image and how it influences self-perception and how others perceive you. We provide tools, knowledge and space to reflect, challenge and plan for change.

1

Image Fundamentals - get started!

6 modules online

Here is where we lay the foundations – giving women an understanding of the critical image concepts and knowledge. It equips participants with the exercises and tools for self-review, ensuring you finish with a deep understanding of what matters for your unique image, and building the confidence to continue working on your image and its impact on life.

2

Image Growth - get changed!

Four online modules, plus 2 (virtual) group mentoring sessions

This course takes your self-awareness to the next level and is an accelerated training in change management. It gives you the skills to get going - to set goals, plan, motivate and manage your change. It is designed to help you realise your obstacles and the group mentoring sessions are there to hold you accountable and motivate you.

3

Future Image - own your image!

6-9 months online - 4 key steps of Image Ability over 11 modules

Discover the transformative power of this comprehensive programme as it takes you on a journey to re-discover your image, define and refine your personal brand in alignment with your goals. Realigning the life you've always dreamed of. One step at a time, we guide you towards reinvention, providing you with practical tools that unlock the door to self-discovery, authenticity, and self-expression. No matter where you are in your personal change journey, this programme will redefine your relevance and empower you to embrace the future with confidence and poise.

Integrated Coaching

A UNIQUE PERSPECTIVE FORGED FROM EXPERIENCE

Daniela is a cross-cultural and image coach that helps individuals and teams reach their full potential as professionals, as people and as part of a team.

To change things, teams and organisations require people who can think out of the box. To make change successful, global teams also need cultural intelligence. 'Translators' thrive within diverse cultural landscapes where success and failure may mean different things to different people. When cultivated, a leader's self-image and flexibility creates teams that are not only smart and well-groomed, but who exude confidence and efficiency.

At Image Ability, we are practitioners of behavioural storytelling which is part of our leadership education. Our signature model is built around attitudes, communication, intuition, perspicacity, and style; these define leadership. We use cultural frameworks and assessment to operationalise values, strengths, weaknesses, insights, and cultural orientation and traps. We help teams and organisations help talent push-through without restricting their identity.



Individuals



Teams



Organisations



Student Groups

Daniela has Belbin and global intercultural coaching accreditations for individuals, teams and whole organisations

We offer two main types of coaching...

Cross-cultural coaching

Which focuses on the impact a person makes both personally and professionally and is vital for personal and team development.

It combines psychology, personal branding, and aesthetic guidance on the 'covers' to improve and manage an individual's attitude, behaviour, communication, and impact.

Image and presence coaching

Which is essential for developing self-awareness in individuals and teams to build connection, understanding, and collaboration when working cross-culturally.

By leveraging cultural differences, it can lead to better creativity and innovation and in turn successful organisational development.

What is different:

Daniela's process is not restricted to the use standard coaching methods which tend to focus on just one state or challenge. The Image Ability coaching approach is integrated and designed to adapt to your needs and preferences. By assessing your challenges holistically, we guide you to identify and explore your cultural orientation and abilities.

Our cultural audits and coaching sessions are designed to enable exploration, change, growth, and action.

Whether you are an individual, a team, or an organisation motivated by high performance, high fulfilment and authenticity that wishes to maintain social and personal power to attain goals, we are a catalyst for the change you wish to achieve. We are not fixers - and not limited to just multinationals or top executives.

We promote and maximise diversity and creativity.

We'll work with you and your teams to raise awareness of your worldview (internal) to address real challenges and enable effective activity (external).

We facilitate goal setting, starting with the connection of inner and outer characteristics. Image, presence, personal and social power are the very essence of leadership potential. We will guide and foster yours while becoming more aware of, and open to diversity.

Workshops

Tailored for You

Workshops for your teams offer distinct advantages, and we can tailor our your purpose and audience.

TIME EFFICIENCY:

We deliver valuable content and insights for your employees without committing to longer training courses: this approach is favoured by busy professionals with limited time availability.

FOCUSED LEARNING:

Our workshops are concentrated, allowing us to focus down on the chosen theme and topics.

IMMEDIATE IMPACT:

Image is not a recipe, it's an evolving process, however our workshops deliver tools and actionable takeaways that can change views and behaviours effectively.

Our workshops are engaging and interactive!

FLEXIBILITY AND VARIETY:

Image Ability workshops can be customised to your organisation's needs and preferences. We can deliver in-person, Live Online, asynchronous, or blended learning from 1 hour long, up to 6-9 months.

TRAIL AND EXPLORATION:

Short workshops are great for those unsure or uncommitted to something longer-term. They can give immediate interest whilst gauging suitability for more long-term learning opportunities.

Breakthrough

Breakthrough is a masterclass aimed at groups of women who are undergoing change of any type. It may be something in their personal life; separation, health, menopause, empty nest. Or it may be something happening professionally: return after maternity leave, restructure, promotion, new management, onboarding, sustainable engagement ownership.

The masterclass is aimed at professional women who would benefit from guided inspiration, support and recalibration to help them with the time of change.

Topics

The main theme here is around breakthrough – from the core, building on strengths to gain and maintain confidence, resilience, positive attitude and in turn maintain performance.

THREE KEY THEMES THROUGH THE SESSION ARE...



CORE STRENGTH BUILDING

Empowering with the knowledge and strategies to identify and enhance own personal strengths and qualities; such as adaptability, resilience, communication, leadership, and problem-solving skills.



AUTHENTICITY

Understand the importance of embracing your authentic self in the workplace as well as private life. Cultivate unique strengths and perspectives, enabling women to thrive professionally while staying true to their authentic identities.



WELLBEING AND WORK-LIFE INTEGRATION

Here we seek to empower participants to create a harmonious integration of their personal and professional lives, fostering a positive and sustainable work environment that supports their wellbeing and enhances their overall quality of life.



Breakthrough and change strategies is just one of many subjects around presence and image we can workshop on.

Leadership presence, intercultural skills, succession planning pipeline, branding and more.

We have a catalogue of subjects in workshop and online learning format.

Get in touch for a chat on your needs...

What Others Have Said



Gabriela Otea-Bosinceanu

Director, Colliers International

"Your programme and working with you was a breath of fresh air. I have learned so much about myself that I now apply in every day. A really big thank you!"

Patrizia Vecchi

Academic Programme Director, Cambridge Judge Business School

"I much appreciated your contribution and loved how practical it was. I know the participants found it very helpful and inspiring"

Mathilde Murphy

UK Trade and Investment

"Daniela provided us with comprehensive and engaging inter-cultural training at a time of major change and growth in Europe. Her deep knowledge of behaviour at individual, group, organisational and national levels made her approach highly practical."

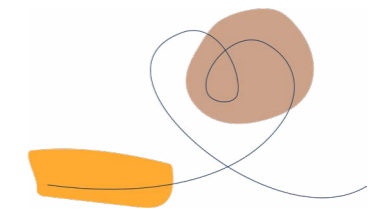
Juliann, Academic

"Your idea of character in the context of image really resonates with me. ... you are right about the "what we wear" being very important to women - not only historically and contemporaneously but as a distinct dimension that bears exploration along with the other aspects of burnishing one's image."

Anna, Neuroscientist

"I love your empathy. You clearly have tried to put yourself in the shoes of many women so that you can really understand where they are coming from, how they must be feeling and the obstacles and challenges that they face. And it is from that position of empathy that you clearly want to help others. I admire that a lot."

Redesign your
image.
Realise your goals.



We find immense value in speaking to people who are experiencing their own challenges with confidence, image, career or adjusting to change.

And true power comes from those who are looking for ways to enable others - perhaps their colleagues, employees, teams or student groups - to realise their true unique values and have the tools and strategies to make the most of change, career, life and their authentic identity.

We would love to talk more about you, what you do, and if you are as interested in empowering yourself and others around you.

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