

**WOMEN'S LEADERSHIP
EVENT-
CIGFARO LIMPOPO
BRANCH**

11 AUGUST 2026

**EXECUTIVE PRESENCE:
THE ROLE OF
PROFESSIONAL IMAGE
IN WOMEN'S
LEADERSHIP SUCCESS.
-EPHY MATHEBULA
CAE (LLM)**

10 THINGS I LEARNT ABOUT PROFESSIONAL IMAGE OVER THE YEARS IN MY CAREER.



1.

WE ARE JUDGED
BY HOW WE LOOK,
HOW WE SMELL,
HOW WE SPEAK
AND BY OUR BODY
LANGUAGE.





DID YOU KNOW THAT IT
TAKES ONLY **7 SECONDS?**



2.

YOUR PROFESSIONAL
IMAGE IS YOUR
SILENT
INTRODUCTION, IT
SPEAKS LOUDER
THAN YOUR WORDS.



3.
HOW WE SHOW UP
INFLUENCES HOW WE ARE
PERCEIVED, AND HOW WE
ARE PERCEIVED CAN
INFLUENCE THE
OPPORTUNITIES WE ATTRACT.



4.

PROFESSIONAL IMAGE IS
NOT ABOUT LOOKING
PERFECT OR EXPENSIVE,
IT IS ABOUT
PRESENTING YOURSELF
WITH INTENTION AND
CONFIDENCE.



5.

OUR PROFESSIONAL
IMAGE IS THE
ALIGNMENT OF WHO
WE ARE, WHAT WE
REPRESENT AND HOW
WE CHOOSE TO SHOW
UP.



6.

TECHNICAL
EXPERTISE ALONE IS
NOT ENOUGH.



7.

CONSISTENCY IS KEY
WHEN IT COMES TO
OUR PROFESSIONAL
IMAGE.



8.

TRENDS COME AND
GO. FIND YOUR
INDIVIDUAL STYLE,
YOUR SIGNATURE
SCENT, YOUR
SIGNATURE
HAIRSTYLE AND
STICK TO IT. DO
NOT SELF
SABOTAGE.



9.

MASTERING YOUR BODY
TYPE/SHAPE, WHAT
WORKS FOR YOUR SKIN
TONE AND DRESSING
ACCORDINGLY IS
CRUCIAL.

CHOOSE YOUR
OUTFIT
ACCORDING TO YOUR
Body Shape



HOURGLASS	PEAR	APPLE	RECTANGLE	INVERTED TRIANGLE
				
				
Define waist, fitted pieces	Emphasize top, flare bottom	Flowy tops, straight fit	Add shape, layer & belt	Balance shoulders, wider bottom
				



10.
YOUR PROFESSIONAL
APPEARANCE IS YOUR
PERSONAL BRAND.

A 2019 HARVARD BUSINESS REVIEW STUDY FOUND THAT **85%** OF PROFESSIONALS BELIEVE THAT WELL-DRESSED INDIVIDUALS ARE SEEN AS MORE **COMPETENT**—REGARDLESS OF GENDER. THIS STATISTIC HIGHLIGHTS THE IMPORTANCE OF APPEARANCE IN SHAPING PROFESSIONAL PERCEPTIONS. FOR WOMEN IN LEADERSHIP, DRESSING **STRATEGICALLY** IS KEY **TO GAINING** AND **KEEPING RESPECT**.





WHAT CAN PROFESSIONAL IMAGE DO FOR WOMEN IN LEADERSHIP?

- 1. CREDIBILITY AND TRUST**
- 2. COMMANDS RESPECT AND ATTENTION**
- 3. DOMINATE SPACES AND CONVERSATIONS WITH CONFIDENCE**
- 4. INFLUENCE**
- 5. YOU BECOME UNFORGETTABLE**

**“YOUR APPEARANCE MAY
OPEN DOORS, BUT YOUR
CHARACTER,
COMPETENCE AND
CONSISTENCY WILL
DETERMINE WHETHER
YOU ARE OFFERED A SEAT
AT THE TABLE OR NOT.”
- UNKNOWN**





THANK YOU