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**April 23, 2012**

**FOR IMMEDIATE RELEASE**

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**The Parks Image Group Expands Services to Provide Personal Branding Consultations**

Peggy M. Parks, President of The Parks Image Group, Inc. in Atlanta, Georgia has received certification as a 360° Reach Assessment Analyst, allowing her to now offer Personal Branding consultations to her clients. Parks is known as the South's Image Workshop Leader for companies who value investing in employee training that results in more effective individual representatives of the corporate brand.

Atlanta, GA (Submission Site) April 23, 2012 – The Parks Image Group has guided individuals and Atlanta corporations to exhibit respectful, professional communications and appearance for over 8 years and is expanding to offer personal branding consulting services. Now, in addition to offering consultations on appropriate corporate dress, etiquette, and civility, President Peggy M. Parks is helping individuals discover their personal brand, and use it to support their company's brand.

Parks works with the client to uncover assets and authenticity, and ascertain if there are weaknesses that may get in the way of success.

Parks explains, "My traditional image consulting services work mainly on the outside – how to present a professional image by working on appearance, body language, behavior and communication. This goes deeper in that we uncover how you are perceived by other people. We discover what differentiates you from others and makes you valuable."

Using the 360° Reach assessment, clients are taken through the following process:

- A personal assessment is done to find out how the client views himself
- A peer assessment is done via confidential email through Reach
- Additional assessment tools are used during consultation to develop a personal brand
- Coaching sessions assist the client in learning to use strengths and diminish weaknesses in her personal brand

The process is based on corporate branding assessments, but is used for employee development. The anonymous peer assessment helps to ensure candid responses and accurate data to measure the client's professional reputation.

The 360° Reach assessment process identifies the client's strengths and leadership competencies. Once these are identified, clients should choose roles within their company that allow them the opportunity to demonstrate those strengths.

Clients also receive reminders periodically to keep them on point in making desired changes and building on their brand. “The evolution of the client or employee directly affects the evolution of the corporation they work for. By sending them prompts to help continue their growth, we’re ensuring that the corporate brand continues to evolve in a positive way,” says Parks.

To find out more call The Parks Image Group at (404) 266-3858 or visit the website at <http://www.theparksimagegroup.com>.

### **About The Parks Image Group**

Peggy M. Parks is President of The Parks Image Group. She is a 360° Reach Assessment Analyst, an accredited member of AICI (Association of Image Consultants International) and is a CIP (Certified Image Professional). Although she works with individual clients, 80% of her business is in the corporate environment including law firms and companies such as Georgia Power, Siemens, The Clorox Company, eTrade, and Mississippi Power. The Parks Image Group offers workshops on topics such as corporate image awareness, professional presence, business etiquette, dining etiquette, and civility.

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