



## Sample Introduction – Rachel Quilty



### **Surrounded her whole life by men!**

Eldest of nine children with seven brothers – Rachel was known locally as the ‘little mother’. Growing up on a property in Northern NSW Rachel realised at a very young age there was very little that a woman was not capable of – fencing, bricklaying, driving tractors and bobcats.

Completing a degree in economics, Rachel joined the limited ranks of female industrial relation advocates in Australia. Representing employers in the male dominated electrical contracting and construction industry; with a reputation of a true professional.

#### **Rachel understood why your image was so incredible important.**

With 1000's of electricians regularly on strike appearing before various Courts and Commissions was second nature for Rachel as is the strategic management of industrial and human resource issues.

Passionate about image and recognising the confusion surrounding professional business attire particularly with a growing trend in home based businesses; Rachel Quilty was invited to contribute to Robyn Henderson's latest book “ How to run a successful business from home and stay sane!. “ and developed a chapter Better Image, Better Bottom Line.

#### **Please welcome Rachel Quilty:**

As she joins us to share the secret formulae to image management and the vital role that it plays in effective self promotion, communication and customer service.

#### **And why branding yourself! is essential.**