

## Helen Robinett

Professional Presence Coach, Leadership Stylist & Coach, Board Director, Mentor, Speaker, Mother and an Author.

**Helen Robinett** is masterful at helping leaders and aspiring leaders to increase confidence and create influence in how they present and behave. With a background of over 20 years in sales and marketing coupled with extensive experience advising leading corporate and individual clients, Helen understands why personal branding and leadership behaviors are key ingredients in business success. Helen works with women in business to create an authentic personal branding strategy that is unique and congruent with whom they are.

Helen is known for challenging the status quo, her warmth, humor, courage and impactful style.

She is true to herself and is committed to the values that guide her life, work and relationships. She understands the importance of resilience, having been made redundant and going on to re-invent herself. She is authentic, genuine and engaging.

She has extensive experience in banking and finance as well as retail experience in men's and women's leading fashion labels on both national and international levels.

Her ability to maximize the potential look and feel of individual personalities and corporate cultures is second to none. Helen is recognized within government and corporate environments as the 'go to' person for leadership styling. Clients who have experienced Helen's magic touch often speak of having a new attitude and approach to their work and life. She is known for breaking the styling rules and smashing myths.

She is one of only ten image professionals in Australia who has achieved the designation of Certified Image Professional through the Association of Image Consultants International and has published a book on Personal Branding, 'Apprentice to Business Ace'. A leader in the styling industry, she has a reputation for being a happy rebel with a cause.

Helen retired this year as Chairman of TRY Australia in Melbourne (a leading Australian social enterprise supporting vulnerable and disadvantaged young people) and is a Director on the board for Borderline Personality Disorder Community Victoria. She mentors a Junior Board and is passionate about Gen Y and Millennial.



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