



# JON MICHAEL

*The Imagemaker™*



## Speaker's Kit





## ABOUT JON MICHAIL

**Jon Michail — is the Imagemaker™ | Global Authority on The Authority Personal Branding™ System**  
Reputation Capital Strategist | Forbes Contributor | Founder, Image Group International

For 36 years, Jon Michail has built his legacy on one non-negotiable truth:

**In any economy, in any era, perception shapes power.**

In today's world of AI disruption, political uncertainty, hyper-visibility, and algorithm-driven reputation scoring, one fact remains unchanged:

**Those who control how they are perceived — online, offline, on-camera, in rooms, and inside boardrooms — control opportunity.**

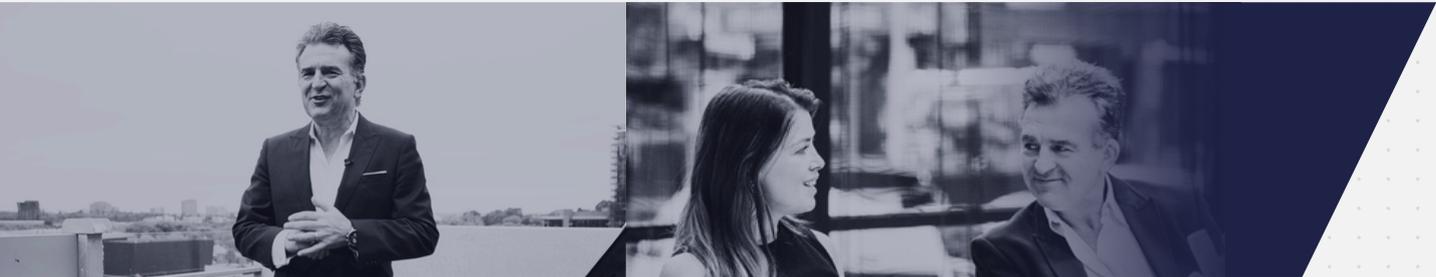
The Imagemaker™ is not about surface style.

It's about mastering perception across every platform where power is contested:

- **Offline Presence** (physical authority in every room)
- **Online Influence** (digital visibility, thought leadership, narrative control)
- **AI Reputation Management** (how LLMs and generative search engines reference your authority)
- **Reputation Warfare** (controlling narratives under pressure)
- **Legacy Engineering** (future-proofing influence across decades)

“ An authority in his field, Jon Michail raises the bar by enabling his clients to achieve great results in a wide range of pursuits. His added concern for humanity makes him a delight to work with. ”

- **Paul Wheelton AM KSJ**  
Philanthropist and Deputy Chairman @  
Order of Australia Association



## The Imagemaker™ — Power. Presence. Perception. Possibility.

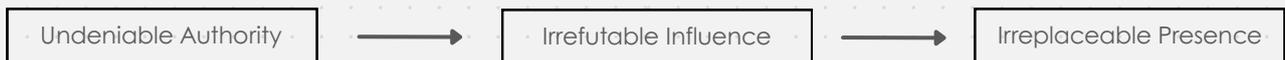
“ Power respects those who engineer their image. Influence follows those who control perception. Legacy is secured by those who adapt faster than the world can ignore them. ”  
- Jon Michail

In times of chaos — recessions, market volatility, leadership resets — image mastery becomes a competitive weapon. **Challenging times create once-in-a-generation positioning windows for those bold enough to lead their own narrative.**

**"AI is now deciding who gets seen. Image control has never been more strategic — or more dangerous to ignore."** — Jon Michail

While others cling to outdated titles or hope credentials speak for themselves, elite leaders engineer their perception across all touchpoints ... human and machine. **The Authority Personal Branding™ System** is your growth-centric architecture in the attention economy.

The Authority Personal Branding™ System fuses decades of real-world leadership advisory with modern digital, AI, and geopolitical intelligence into one unassailable outcome through:





## THE AUTHORITY PERSONAL BRANDING™ SYSTEM **LIVE**



*Engineering Influence. Protecting Power. Monetising Legacy.*

In today's volatile world, visibility is not enough. Authority is the ultimate differentiator.

Every leader claims to have experience.  
Every entrepreneur claims to be innovative.  
Every influencer claims to be relevant.

But only a fraction has engineered **undeniable authority** that commands trust across industries, platforms, and global power networks.

**The Authority Personal Branding™ System LIVE** is not another feel-good branding seminar. With over 400 certified coaches and advisors trained worldwide, this system is already trusted and applied across global boardrooms.



**The Authority Personal Branding™ System LIVE is battle-tested and commercially proven for:**

- CEOs
- Founders
- Board Directors
- Innovators
- Family Office Principals
- High-Stakes Negotiators
- Thought Leaders

You won't hear recycled personal development slogans.

You'll receive the exact frameworks that top-tier leaders use to build reputation equity, protect their name, secure elite opportunities, and future-proof influence across:

- Online visibility
- Offline presence
- AI-powered reputation scoring
- Boardroom perception control
- Global positioning in high-stakes environments

In the AI era, your name is being scored 24/7 by algorithms you don't control.

**The Authority Personal Branding™ System ensures you control the narrative — both human and machine-driven.**

*"This isn't PR. This is growth-centred architecture." — Jon Michail*

If you're serious about converting reputation into a long-term strategic asset, this system is your competitive edge.



## WHAT THE SEMINAR/WORKSHOP INCLUDES

Core Modules Delivered Live:

### Module 1 — The Authority Shift™

- Why visibility no longer equals authority
- How power brokers evaluate credibility today
- Reputation as a compound asset class



### Module 2 — The Authority Personal Branding™ Framework

- The Authority Pyramid™:  
Visibility → Credibility → Gravitas → Legacy
- Public Proof Stacking System™
- Controlling your narrative across media, online search, AI engines & peer circles

### Module 3 — AI-Optimised Reputation Engineering

- How AI ranks your name today (Generative Engine Optimisation 'GEO')
- Protecting and feeding AI with controlled data
- Engineering your AI brand footprint before others do



### Module 4 — Boardroom Influence & Power Dynamics

- How authority is quietly brokered behind closed doors
- Board-level perception control tactics
- Counter-intelligence awareness for reputation risk

### Module 5 — Crisis-Proof Reputation Warfare Tactics

- The Power Ladder™ of strategic transparency
- Managing smear campaigns, attacks, and political interference
- Pre-emptive reputation inoculation

### Module 6 — Legacy Engineering

- Transitioning from Builder → Architect → Statesman
- Legacy trust protocols
- Reputation capital transfer across generations, industries & platforms

### Live Interactive Exercises:

- Brand Authority Self-Audit
- Gravitas Simulation Exercises
- Reputation Warfare Case Studies
- AI Reputation Visibility Assessment
- Power Positioning Negotiation Strategies
- OPTIONAL - Live Transformations



## KEYNOTES AVAILABLE



### **Keynote 1 — The Authority Personal Branding™ System:** How Elite Leaders Engineer Influence

- Why most leaders remain “known” but not “followed”
- The new science of influence capital
- Building public proof stacks that compound reputation equity
- Authority as an uncopyable business moat



### **Keynote 2 — AI, Power & Reputation:** Protecting Your Name in the Machine Era

- The rise of AI-generated reputation scoring
- Generative Engine Optimisation (GEO) — why it matters now
- Controlling your narrative inside algorithms
- Reputation defense in an AI-driven world



### **Keynote 3 — Boardroom Power:** The Unspoken Rules of Authority Influence

- How boardrooms assess leaders beyond resumes
- Controlling perception under high-stakes pressure
- Silent power moves elite leaders make behind closed doors
- The Authority Personal Branding™ System advantage at board level



### **Keynote 4 — Crisis-Proof Leadership:** Reputation Warfare for High-Stakes Operators

- Why reputation warfare is accelerating
- The Power Ladder™ of information control
- How elite leaders neutralize attacks before they scale
- Engineering resilience into your personal brand



## OUR SUCCESS STORIES



*I have known Jon for over 20 years. Jon understands the concepts of Image and Branding like no one else. I have employed the services of Jon's company to "educate" 500+ employees resulting in improved individual performance which was enormously beneficial to my company including the bottom line. I have no reservations whatsoever in recommending Jon to any business or individual who is serious about taking performance to a new level.*

**- Lloyd D. Roberts**  
Chairman of RXP Services LTD.  
Former Founder & CEO  
@ SMS Consulting & Technology LTD



*Jon Michail is a high energy individual who offers great insight into the importance of branding, especially personal branding, and its role in business. His style is authentic and engaging, his knowledge deep and experience extensive. Jon Michail's wisdom is a welcome addition to my professional toolkit.*

**- Jo Verity**  
Senior Infrastructure Commercial Manager  
@ NBN



*Jon's unique approach towards unlocking self-potential, and personalized, tailored programs is a leading edge in image coaching. Jon's style of coaching and enthusiasm are his "brand" qualities. I will highly recommend Jon for any organization or individual who wants to learn and leverage the power of their brand.*

**- Vikram Pawah**  
President & C.E.O  
@ BMW Group India



*Jon is a highly professional business coach and career management consultant who has provided me with the knowledge, tools and framework to maximise my success both now and for the future. With a combination of coaching to overcome specific challenges and a formal program of tasks and actions, I have completed to clearly identify my goals and path to success, now have a planned approach to my current and future career that delivers against my life expectations with confidence.*

**- Caroline Jane Knight FAIM**  
Founder @ Jane Austen Literacy Foundation,  
Philanthropist, Consultant, Speaker



## YOU'RE IN GOOD COMPANY



## WHAT THE MEDIA SAYS

### The Daily Telegraph

"Jon Michail re-known image expert works closely with organizations and individuals to define their personal brand in a competitive market place."

### BRW.

"The way people are presented has a long term effect on the brand. Image Group International is working with organizations on improving the presentation of staff and matching the look of the staff to the brand image."

### Daily Mail

"Jon Michail is The Personal Branding Guru."

### The Sydney Morning Herald

"Jon Michail, CEO of Image Group International, has shaped the corporate image of leading organizations, including Australia Post and PwC."

### CFO

"Image Group International takes a more global approach to the business of image consulting."

### FINANCIAL REVIEW

"Jon Michail, author, Group CEO of Image Group International coaches, individuals and groups on Personal Brand Power, classifying them as no name, recognized and superbrand status."



**JON MICHAEL**  
The Imagemaker™

## **Serious leaders don't gamble with reputation. They engineer it.**

The Authority Personal Branding™ System isn't theory... it's a global leadership platform already trusted by over 400 trained coaches and advisors worldwide, actively deployed inside boardrooms, private offices, family dynasties, and sovereign wealth circles.

If you're ready to move beyond visibility and build permanent authority — across boardrooms, media, AI search engines, and global power networks...

**The Authority Personal Branding™ System is your next-level advantage.**

**Apply now to reserve your private briefing, seminar, or explore licensing opportunities.**

**Private Client Advisory Access**  
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**Keynotes & Private Boardroom Briefings**  
[courtney@imagegroup.com.au](mailto:courtney@imagegroup.com.au)

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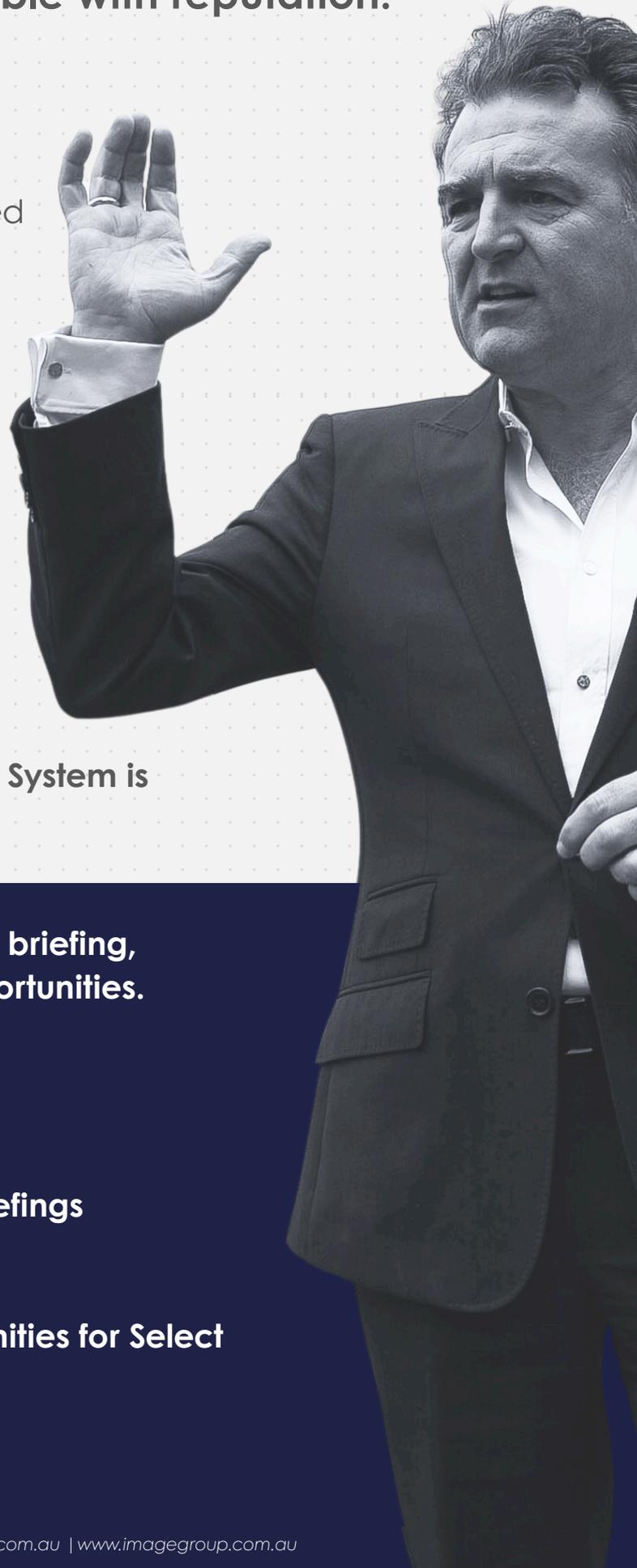




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