



PHILL TARLING
INTELLIGENT STYLING

LUNCH & LEARN · BLUE SKY FINANCE · MAY 2026

First Impressions. Real Results.

What the Blue Sky Finance team said
about working with Phill Tarling, The Image Coach.

What the session delivered

17

Team members
responded

100% participation

0.3s

Seconds to form
a first impression

Phill's central stat

16/17

Named a concrete
next step

One noted no wardrobe change

Phill Tarling's Lunch & Learn session at Blue Sky Finance landed with clarity and impact. The team left with a renewed awareness of how first impressions shape client trust, and with practical steps they could act on immediately. The great majority of respondents named a specific change they would make before their next client interaction.

*"Your style speaks before you do. The brain scans the whole person in 0.3 seconds and decides on credibility before a single word is spoken." —
Phill Tarling*



Why Phill was in the room

01 First impressions shape trust

The team works face-to-face with clients. How they are perceived before they speak matters as much as what they say.

02 Blue Sky's brand lives in its people

A welcoming office, personalised touches, a client's name on the screen: all of it is undermined if the team's presentation is inconsistent.

03 Credibility is communicated visually

Clients entrust Blue Sky with their money. Looking the part is not vanity. It is a signal that you take your work seriously.

04 Confidence starts with how you feel

When people feel good about how they look, they show up differently, in energy, engagement, and the impression they leave.

Six themes that emerged from the responses

1 The 0.3 second rule

Almost every respondent cited Phill's statistic on how quickly credibility judgements are formed. This landed as the session's defining insight.

2 The office environment matters too

Several team members noted that personal presentation and surroundings work together. Parking, name screens, and a warm greeting all prime the client before a word is spoken.

3 Representation of the brand

The team made a clear link between how they dress and how Blue Sky is perceived. Looking professional is not personal preference. It is part of the brand.

4 Confidence follows appearance

Responses consistently noted that how you look affects how you feel, and how you feel affects how you perform in client and networking situations.

5 Practical, immediate takeaways

Almost every respondent named a concrete next step: checking shirt fit, reassessing wardrobe, improving body language, smiling more consistently.

6 The surprise factor

Several team members did not expect to find the session engaging. The fact they did, and that it prompted real reflection, is a marker of exceptional delivery.



What was the purpose of inviting Phill?

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First impressions make the world of difference. It is not just about personal standards but also our surroundings. Looking good, a warm greeting and a welcoming environment makes any prospective client feel confident they will be dealt with in a professional manner.

— Team member

“

Clients won't want to invest their money with someone who can't even look after themselves. My main takeaway from Phill was how quickly opinions are formed before a conversation has been made.

— Team member

“

He cemented the idea that how we look, act and our environment instantly provide an impact on how the clients feel and think about us — and whether they wish to start or continue a relationship with us.

— Team member

“

Gary gets fabulous guests to widen thinking around subjects relevant to Blue Sky. This also engages and elevates away from just the day job.

— Team member

What one change will you make next?

Wardrobe & Fit

Check shirt fit and whether they look tired · Assess the fit of my suit(s) · Sort wardrobe, remove pieces that don't look good enough · Buy more shoes and consider body language

Body Language & Presence

Be more intentional about posture, attention, and engagement · Smile and give eye contact · Have a smile and positive facial expression on meeting · Always look and be confident in the environment

Mindset & Confidence

More mindful about my presentation overall · Project confidence and credibility before I speak · Work on my wardrobe to accentuate my figure and build confidence · Continue dressing smartly for all client and networking sessions

“

I will ensure my appearance is professional, polished, and clean, while also wearing clothing in which I feel comfortable and confident.

By taking on board Phill's advice, I believe presenting myself thoughtfully will help project confidence and credibility before I speak.

— Team member



What this means for Blue Sky

Client acquisition starts before the meeting

The moment a prospect enters the Blue Sky environment, signals are being read. Dress, posture, and environment collectively build the case for trust, before a single recommendation is made.

The team is the brand

Every team member who client-faces is a living expression of Blue Sky's standards. A consistent, professional presentation across the team reinforces confidence in the brand.

Comfort and confidence are not opposites

Phill made clear that well-fitting, appropriate clothing is just as comfortable as casual dress, and the team responded to this. The barrier to dressing well is often knowledge, not effort.

This is worth revisiting

The session generated a queue of questions and prompted concrete personal commitments. A follow-up, whether a style clinic, individual consultations or a wardrobe workshop, would build on what has already started.

Q1 · What was the main purpose of inviting Phill, and where is his messaging most relevant in your work?

Highlighting the importance of how we present ourselves and the office. First impressions matter. So why give any reason for the initial comfort created by the office ambience to be undermined by looking scruffy?

The main purpose was to highlight how first impressions and perceived credibility are formed very quickly and can significantly influence professional interactions. This is most relevant in client-facing situations, networking, and any context where we represent Blue Sky.

For us all to understand the impact that our appearances can have on how people perceive us, and to consider how we can elevate our appearances.

Why not make the best impression that we can and avoid giving them any reason to mark us down? We know that we do a great job, but when we first meet people they don't know this.

This will help each of us feel more empowered at work, starting with how we look and feel. Also helps build upon our credibility. Clients won't want to invest their money with someone who can't even look after themselves.

I believe he was invited to demonstrate how important first impressions are and that what we wear is not merely superficial; it affects how people perceive you and how professional you may seem.

The purpose was to plant seeds in our mind, to give us the tools to be better, look more polished and to represent Blue Sky the way we want people to see Blue Sky.

He cemented the idea that how we look, act and our environment instantly provide an impact on how clients feel and think about us.

Q1 continued

Blue Sky is all about elevating and I think it was to get us thinking about how important first impressions are.

Phil highlighted that first impressions make the world of difference. It is not just about personal standards but also our surroundings. By looking good, a warm greeting and a welcoming environment, any prospective client feels confident they will be dealt with professionally.

It was a good reminder that appearances matter.

It was to speak about first impressions and the impact they have. 0.03 seconds for someone else's brain to form an opinion of you. We also spoke about key things that matter when dressing to make a good impression.

How we come across and first impressions when we meet new people when representing the business.

Dressing in accordance to the environment you are in. As we are entrusted to look after clients' money, you want to give the impression you are capable of doing so.

First impressions mean a lot for new clients.

Gary gets fabulous guests to widen thinking around subjects relevant to Blue Sky. This also engages and elevates away from just the day job.

Q2 · What one change will you make before your next client or networking interaction?

I will check my work shirts for their fit and whether they are looking tired.

I will assess the fit of my suit(s).

I will be more intentional about my presentation and presence, ensuring I project confidence through posture, attention, and engagement, particularly in client-facing or networking environments.

I am going to have a sort out of my wardrobe and find other pieces to add variety to my work outfits. This will also mean throwing out pieces which I know don't look good enough but have previously worn anyway.

I will ensure that my appearance is professional, polished, and clean, while also wearing clothing in which I feel comfortable and confident. Presenting myself thoughtfully will help project confidence before I speak.

I don't plan on changing what I wear but I will try to be more open and approachable in situations where I feel uncomfortable.

Smile and give eye contact.

Make sure that I continue to dress smartly when meeting clients and at networking sessions.

I am on a serious diet and plan to smarten myself up a bit.

I will definitely be more mindful about my presentation.

Always look and be confident in the environment in which I find myself.

I would like to dress with more variety. Also be more consistent in my arrival time to the office.

Q2 continued

Have a smile, positive facial expression on meeting.

Always put my best foot forward in that regard, as you never know when such an interaction could occur.

Have more confidence when speaking to people that I meet for the first time.

Almost every respondent named a specific action. That is not a passive response. It is intent. The measure of a great Lunch & Learn is not enjoyment in the moment. It is whether it changes how people show up the next day. This one did.



Keep the momentum going.

01

Individual consultations

For team members who want to go further, a one-to-one wardrobe edit or personal shopping session with Phill is the natural next step.

02

A follow-up style clinic

A shorter, targeted session to answer the questions that came up in the queue after the talk. Practical. Focused. High impact.

03

Gift vouchers

For partners or colleagues, a Phill Tarling gift voucher is a genuinely useful and thoughtful option — one that tends to surprise people in the best way.