

# CAPABILITY STATEMENT



## COMPANY OVERVIEW

The Style Signature specializes in helping organizations and individuals with soft-skills training, communication development, image consulting and presence to maximize professional performance and effectiveness, thus improving productivity and profitability.

**Tara Hooper**  
**619-252-1475**

**tara@thestylesignature.com**

## KEY DIFFERENTIATORS

The Style Signature brings 20 years of experience in creating strategic presence and communication skills designed to maximize personal performance. Tara partners this experience with certifications from the London Image Institute and Strategic Communications from University of Texas at Austin.

She helps clients develop credibility, confidence and self-awareness to improve their performance and productivity. The results are instant and lasting as documented in her many testimonials on her website.

Tara's programs are designed to move past 'just' education and into transformation and results.

## CERTIFICATIONS

- **Woman Owned Business - WBENC**
- **HUB**
- **MBE-DFWMSDC**
- **SBE-DFWMSDC**
- **Strategic Communications - UNT Austin**
- **Corporate Consultancy - Illustra Business School**
- **Image Consulting & Professional Development -London Image Institute**
- **Veteran owned \***

### Company Data:

EIN: 47-2644960

#### NAIC Codes:

611430, 812199, 812112

#### NIGP Codes:

918-21, 918-24, 918-45, 918-85  
924-35, 924-60

**\*In Partnership with The Brooks Group**

NAIC codes: 541611

NIGP: 92400

Executive Level Presence

Account Management

Strategic Thinking and Planning

Change Leadership

Developing A Value Proposition

Account Management

## CONSULTING AND TRAINING DESIGNED TO ADDRESS THESE CHALLENGES

- Interpersonal skills in a digital age
- Business etiquette, presence and dress code faux pas
- Strategic communications to build better leaders
- Creating quality relationships to improve profitability, productivity and job satisfaction
- Memorable and effective presentation skills
- Increasing confidence for professional growth

"Toyota Financial Services engaged The Style Signature to assist with a Dress for Success event. The goal was to provide professional dress tips and social media presence education to young adults. Tara was well prepared for the day, presented the material in a way that connected with her audience and the event was a big success! Tara brings high energy, image know-how and personal branding tips to the next level. TFS is proud to have The Style Signature on our supplier list."

**Jamie Watson, Procurement Manager at Toyota North America**

## Past Clients

**Toyota Financial Services \* HKS \* Entos Design \* UNT \* Women of AT&T \* Baker Management \* TWU**

[www.thestylesignature.com](http://www.thestylesignature.com)

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