

Dr. Joyce Knudsen

The ImageMaker, Inc.



Dr. Joyce Knudsen established The ImageMaker, Inc. 20 years ago to help people achieve their full potential.

Do you want to make a difference in the work culture that lasts more than a day?

The ImageMaker, Inc. assists businesses with groundbreaking knowledge that's designed to maximize your company's investment in current employees, assist in the hiring process, and improve the bottom line. Ask her about the 5 Step Process that will change the culture of a business by making your employees want to come to work!

Do you understand yourself?

Research shows that the most effective people are those who know and understand themselves. And Dr. Joyce Knudsen should know. In 2004, at the request of the Director of the image study, she was invited to be on a Task Force for Image and Self-esteem. Dr. Knudsen negotiated with her Alma Mater (Central Michigan University) and with the help of her staff, administered the Hartman Instruments to participants. This is how much she believed that self-esteem is attained through Image Enhancement.

Now, there is scientific proof!

Dr. Knudsen has spent countless hours of one-on-one time with clients. She received the highest honor in the Image Industry when she was awarded the first CIM (Certified Image Master) through AICI. In 2001, she received the IMMIE (Image Makers Merit of Industry Excellence) award and most recently she was recognized with the 2004 Award of Excellence for Education.

Her work is crossing borders too.

The 2005 release *From Head to Soul, International* finds Dr. Joyce collaborating with Hong Kong Image Consultant Desmond Chan.



The book offers useful and easy to comprehend guidelines for those who want to enhance their image. A must for those who are looking for a holistic approach to image enhancement.

**-- Lesley Watt,
Training Consultant, Vocational
Training Council, Hong Kong.**

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