



Deliberate Practice

Deliberate practice. That's the term Fortune Magazine gave to a phenomena that *Malcolm Gladwell* also wrote about in his best-selling book "The Outliers." Both publications took their cue from a study made by *Anders Ericsson* related to expertise. *Ericsson* asserts that it takes ten years or 10,000 hours of practice in one's field in order to truly be an expert. In other words , nobody is great without work.

He cites the Beatles, who performed live in Hamburg, Germany over 1,200 times from 1960 to 1964, amassing more than 10,000 hours of playing time. By the time they returned to England, they were not only experts but unique. Bill Gates spent 10,000 hours programming a computer in high school in 1964 at the age of 13, giving him an enormous advantage over most people in that era.

So, does it takes 10,000 hours of practice to look extraordinary? No. But you want to be in the hands of an image consultant who 10,000 hours practicing certain skills. So-called "good taste" and "instincts" are not enough. Image is serious business, because the way you look and dress announces the outcome other people can expect from you. For the record, The Image Architect, Sandy Dumont, has 30 years experience and well over 10,000 hours!

Here is what it takes to be an expert image consultant, not including the years or hours of experience:

- Expertise in color, including a strong background in art
- Expertise in color psychology
- A solid background in fashion (fashion model, fashion coordinator, buyer for a large department store)
- A sense of style
- Solid knowledge about makeup and makeup application
- Strength in the use of "line" in clothing, particularly for camouflage purposes with various body types
- Some background in psychology to enhance "interpersonal skills" when dealing with clients
- Good communication skills, enabling you to share your knowledge with others