

DEFINE

WHAT WE DEFINE

We identify with precision
what makes you who you are,
what holds you back today,
and what you are meant to embody.

Clarity. Alignment. Impact.

Before becoming your best version,
you must define it.

DEFINE is the first step of the Maison FD method.
It allows us to analyze, clarify, and reveal the essence of
your identity to build, ensure, and embody a coherent,
magnetic, and undeniable presence.

THE PERCEPTION GAP

THE GAP BETWEEN PERCEPTION AND INTENTION

HOW YOU ARE PERCEIVED TODAY

The signals you send
without realizing it.

Your image, your voice
and your communication
right now.

The impact you
create today.

HOW YOU WANT TO BE PERCEIVED

The intention behind
your presence.

The image you want
to embody.

The level of impact
you're ready to achieve.

WHAT WE DEFINE



YOUR IDENTITY

Your deep identity.
Your values, your story,
your singularity.



YOUR IMAGE

Your current image.
Your style, your attitude,
your non-verbal language.



YOUR VOICE

Your way of communicating.
Your tone, your rhythm,
your energy.



YOUR PERSONAL BRAND

How you position yourself.
What you represent
and what you stand for.



YOUR PRESENCE

Your physical presence
and energy.
What you naturally convey.



YOUR POTENTIAL

Your evolution potential.
What could take you
to the next level.

THE REPOSITIONING DIRECTION

THE DIRECTION OF YOUR TRANSFORMATION



CLARIFY

We clarify your essence
and what makes you unique.



ALIGN

We align your image,
your voice and your presence
with who you truly are.



ELEVATE

We build a coherent version
of you, stronger,
more impactful and magnetic.

You cannot embody
a signature you have not
yet defined.

DEFINE is the key
to your transformation.