



First impressions are made in seconds and 93% of this judgment is based on the way you look and the way you present yourself.

No matter who you are or what you do, the way you dress and present yourself has a major impact on your success.

Where are you now in your career? Where do you want to be? Do you find that doors open easily for you? Is your image working for you or holding you back? You may have many pieces of clothing but are they in harmony with your skin tone or well-coordinated?

Attend this course and be empowered with the most effective life-skills to create an image that communicates success for you.

What you will learn:

- 1 Impress at First Sight
 - Importance of your image and how it plays a critical role in business
 - Importance of First Impressions on your professional success
 - Beware of Image Destroyers
- 2 Cultivating a Professional Style
 - The role of colours in Professional Dressing
 - How to match and co-ordinate colours to create impact in your dressing and to project your distinctive style
 - Dress to project professionalism & approachability etc.
 - Decoding dress codes: Black-tie, Formal, Lounge Suit, Business Attire, Business Casual & Smart Casual
 - Identify your body shape and learn to select the best fit and style (Ladies - detailed bodyline analysis)
 - Learn all the guidelines on jacket suits, shirts, ties & accessories (men – detailed head-to-toe check)
 - Discover your wardrobe personality to reflect your own unique style
 - Know your face shape and learn how to choose hairstyles, glasses and accessories to complement your face shape
 - Business dressing Do's and Don'ts
 - The 10 Business Wardrobe Essentials
- 3 Personal Grooming
 - Skin care analysis and regime for a glowing you
 - Hair care tips and hairstyling tips for work
 - Step-by-step make-up demonstration (ladies)

Who should attend?

Senior managers, sales and marketing professionals, bankers, entrepreneurs and anyone who wants to impress at first sight or to stand out in today's competitive marketplace.

What you will receive?

- More personalized attention as this is a class for up to 10 persons only
- Your very own Colours, Style and Figure Analysis
- 18-page Figure & Style Book & 5 Components Image System for Professional Man & Woman worth \$60
- \$20 Image Mastery Voucher
- Personalised Colour Swatch for effective shopping worth \$60
- 5% discount on aesthetics and dental services from KCS Medical and Dental Group
- A set of relevant notes

Registration

Email: guin@imagemasteryint.com
 Mobile: 8163-8169
 Tel: 6581-2330

Workshop Details

Fee: \$300 per participant
 Duration: 9.00am – 5.00pm

For customised corporate classes and other enquiries, please email to us at guin@imagemasteryint.com

Website:

<http://www.imagemasteryint.com>



In a social situation, the image you portray says a lot about you, the person. When it comes to business, your image need to represent everything that your company stands for.

Awkward introductions, weak handshakes, poor communication, sloppy attire, lack of consideration and poor table manners can negatively affect your career and business relationships.

Etiquette and protocol intelligence will distinguish you from the crowd. While this unique intelligence alone may not seal the deal for you; it will give you a leading edge between you and another competitor who is just as smart!

What you will learn:

- 1 Department - Visual poise for Professionalism
 - The proper way of standing, sitting and presenting yourself
- 2 Social Graces & Social Behavioural Skills
- 3 Professional Greetings, Introductions & Office Protocol
 - Learn the proper ways of making introductions in a business setting
 - Proper address of Seniors/VIPs/Government Officials
 - Office and meeting protocols
- 4 Opening Doors of Communication
 - How to establish rapport & conversational skills
 - Learn effective business networking skills
- 5 Leaving positive First Impressions
 - Importance of your image and how it plays a critical role in business
 - Beware of Image Destroyers
 - Decoding dress codes – Black Tie, Formal, Lounge Suit, Business Attire, Business Casual & Smart Casual
- 6 Business Entertaining
 - Know the steps to follow when organizing a business luncheon, seating guidelines and protocol to observe as the host/guest.
- 7 Business Dining Etiquette
 - Learn about Chinese & Western Dining table layouts
 - Learn about Chinese & Western Dining Etiquette
 - Handling your silverware
 - Dining Do's & Don'ts
 - Understand common terms like 'aperitif' and 'entrée'
 - Eating challenging foods - demonstrations on how to eat salads, spaghetti & de-shell prawns without using fingers

Who should attend?

Senior managers, sales and marketing professionals, bankers, entrepreneurs and anyone who wants to impress at first sight or to stand out in today's competitive marketplace.

What you will receive?

- More personalized attention as this is a class for up to 20 persons only
- 3-course western lunch for hands-on practice
- \$20 Image Mastery Voucher
- 5% discount on aesthetics and dental services from KCS Medical and Dental Group
- A set of relevant notes

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Your first impression is made in seconds and research shows that 93% of that first impression is made based on the way you look and the way you walk.

Dated hairstyles, sloppy attire and limp hand-shakes, lack of consideration amongst others can negatively affect one's opportunity during interviews and business relationships.

You may be a fresh graduate or young professionals but there is no better time than now to learn how to project yourself professionally. Make your image communicate success for you now than to learn from costly mistakes down your career path.

'Professional Excellence' workshop will empower you with practical skills that can help make you more confident, self-assured and ready to compete successfully in today's competitive business world.

You will master the skills to dress like a polished executive as well as learn conversational and personal skills that are critical for personal and professional success.

What you will learn:

- 1 Leaving positive First Impressions
 - Importance of image and how it plays a critical role in business
 - Beware of Image Destroyers
 - The proper way of sitting and presenting yourself & display of positive body language
- 2 Cultivating a Business Style
 - The role of Colours in Professional Dressing
 - How to mix and match colours to create impact in your dressing
 - Dress to project credibility and authority and according to your personality
 - Learn how to choose hairstyles, glasses, accessories to complement your face shape
 - Business dressing Do's & Don'ts
 - Top 10 Business Wardrobe Essentials
- 3 Social Graces vs Business Etiquette
 - Handshakes and exchanging of business cards
 - The proper ways of making introductions and greetings
- 4 Effective Business Communication
 - Learn how to establish rapport and converse intelligently with others
- 5 Professional Behavior
 - The 'Magnificent Seven' – Principals of Professional Behaviour
 - The 'Dirty Dozen' - twelve taboo phrases in the workplace
 - Technology Etiquette - Email & Telephone Excellence

Who should attend?

Young professionals, graduating students and anyone who wants to achieve professional excellence to gain a leading edge and stand out in today's competitive marketplace.

What you will receive?

- } *More personalized attention as this is a class for up to 10 persons only*
- } *Capsule wardrobe plan to build an effective Professional Wardrobe*
- } *Personalised Colour Swatch for effective shopping worth \$60*
- } *\$20 Image Mastery Voucher*
- } *5% discount on aesthetics and dental services from KCS Medical and Dental Group*
- } *A set of relevant notes*

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