



YOUR IMAGE, YOUR BRAND

COURSE DURATION: 2 DAYS

PROGRAM OBJECTIVE

This workshop aims to create awareness of each person on the impact of their image and what they are communicating through their image choices. The knowledge and awareness gained will equip the individuals with the tools and soft skills that will give them the slight edge in business as well as socially.

First impressions more often than not have the power to influence the course of any interaction. An 'Image' managed well, will not only facilitate effective communication but will also leave a powerful and lasting impression.

Participants will be imparted knowledge on how non-verbal communication or 'body language' not only increases personal confidence but also enhances interpersonal relationships with colleagues directly influencing personal value and performance.

The 'Professional Presence' of the individual is also enhanced through knowledge and practice of modern social, business as well as dining etiquette.

COURSE OUTLINE

DAY 1

MODULE 1: PERSONAL BRANDING THROUGH IMAGE

1.1 Projecting a Professional Image

- Creating an Impact with Your Image
- The Power of First Impressions
- Image Audit (Activity)
- Grooming Standards: Projecting the Desired Professional Image
- Aligning Your Personal Image with Your Corporations' Image

1.2 Power Dressing for Professionals

- Wardrobe Suitable for Your Industry
- Individual Body Types – Vertical & Horizontal
- Fabrics, Style and Fit
- Lines & Designs That Compliment Your Body Type
- Psychology of Colour – How it Facilitates Communication

1.3 Personal Hygiene

- Perfumes & Scents – Suitability for Day and Night
- How to Combat Body Odour
- Halitosis – How to Prevent Bad breath
- Shaving tips for Men



WHO SHOULD ATTEND?

Professionals of all levels; individuals seeking personal development and enhancement

COURSE DURATION

2 Days

LANGUAGE

English

1.4 Personal Skincare: Theory & Practical

- Your Face is Your Fortune
- The 5 skin types
- Identifying individual skin type
- An effective skin care regime
- Daily, Weekly, Monthly
- Healthy habits for good skin

1.5 Make-up: Creating a Professional Look

- Introduction to make-up
- Colour grouping & appropriateness
- Day & night make-up techniques
- Make-up Demo
- Make-up - Practical session

DAY 2

MODULE 2: PERSONAL BRANDING THROUGH ETIQUETTE

2.1 Body Talks

- Point of Connection - Face & Eyes
- How Do I Communicate With My Hands Effectively?
- Personal Bubble & Spatial Cues – Respecting Personal Spaces
- Common Gestures & Actions – Across Cultures
- Matching/Mirroring – Aligning Your Communication
- Don't Rush to Conclusions

2.2 Deportment – The Body Language of Professionalism

- Does Your Posture Exude Confidence?
- Creating Grace & Elegance
- Sitting with Attention
- Walking the 'Power Walk'
- Practical session

2.3 Business Etiquette

- First impressions, Lasting Impressions
- Meetings & Greetings
- Proper Introduction Techniques – how to introduce yourself & others
- Presenting your business card
- Important cultural differences in Business
- Creating a Professional Presence
- Tips to remember names



TRAINING METHODOLOGY

Lectures, case studies and discussion, experiential games and role plays

2.4 Social Etiquette

- Social Graces – Ice Breaking Techniques
- Sharpening Your Social Skills
- How To Approach a Potential Client
- The Art of Small Talk
- How to Exit a Conversation Tactfully

2.5 Dinning Etiquette – American & Continental Styles (Practical Session)

- Intro to cutleries & glasses
- Understanding your table setting
- Proper Decorum at the Dining Table
- Modern Table Manners





TRAINER'S PROFILE

ZARINA BINTI ZAINAL

CLIENTS SERVICED

- Kementerian Pendidikan
- Bank Simpanan Nasional Malaysia Berhad
- UMW Corporation Sdn Bhd Group of Companies
- Sunway University
- SEDC Terengganu
- Tenaga Cable Industries Sdn Bhd
- Asia Brands Corporation Berhad
- Shell Retail Academy Malaysia
- International Islamic University Malaysia
- Forest Research Institute Malaysia
- CIMB Bank Berhad
- ACCA Malaysia Sdn Bhd
- Accenture

A multitalented entrepreneur, Zarina Zainal is a graduate of Mass Communication specializing in Public Relations. She has industry experience spanning 20 years in various fields of expertise from hospitality, corporate, automotive, construction and finally creating her niche in the field of education and training.

Zarina is a Certified Professional Trainer with the Malaysian Human Resources Development Corporation, a Professional Master of Ceremonies and an active Public Relations Practitioner.

Zarina's passion is in helping people realize their dreams and empowering them to be at their optimal best through awareness creation and personal enhancement of crucial soft skills

Her training programs are specially designed and customized to include modules and activities that impart personal empowerment and motivation.

Zarina's career began in the field of hospitality with the multinational 5 Star hotel chain, Hyatt Regency Saujana. She subsequently took to the skies with Malaysia Airlines, an airline decorated with numerous awards for service excellence and internationally reputed for their high standards in employee development.

These two established corporate giants molded her attitudes and beliefs and were instrumental in developing her paradigms in service excellence and standards of professionalism.