**MASTERING IMAGE & COMMUNICATION SKILLS**

**INTRODUCTION**

In today’s fast-paced, competitive professional and social landscape, impressions regarding your competence, intelligence, and reliability are often formed within seconds, often based on your appearance, demeanour, and confidence. The way we present ourselves convey many hidden and subtle messages to clients and colleagues about our work ethic and professionalism. Presenting our self as effective and confident is as critical as any other business skill on our resume. Good mannerism and the appearance of success are the essence of a professional.

MASTERING IMAGE & COMMUNICATION SKILLS program is focused on helping individuals in various industry look, walk, talk and behave like the professional they really are.

**OBJECTIVES:**

To provide participants with:

* Project a confident personality and professional appearance
* Display good business manners while performing job functions
* Learn to easily adapt image, looks and appearance according to situations
* Improve interpersonal skills for dealing with different types of people
* Strengthen verbal and non-verbal communication abilities
* Improve public speaking, interpersonal and listening skills
* Develop strategies for confident and impactful self-image in various contexts.

**COURSE OUTLINE**

**Day 1**

**Personal Mastery**

* Elements of Professionalism
* Key Employee Skills

**Identify Different Personalities**

* Understand Others by Understanding Yourself
* How to Communicate With Different Types of Personality
* Understand Various Personalities as Reflected by Physical Appearance
* Using Grooming Techniques to Camouflage Personality Weaknesses

**Grooming**

* Personal Hygiene
* Skincare for Men and Ladies
* Learn to Select the Right Product According to Skin Type
* Make-up for Ladies
* Selection of Cosmetics and Colours
* Hair Care and Style

**Lasting First Impressions (Total Image)**

* Image and Its Impact – Purposeful Dressing : Using Your Image to Positively Shape Others’ Perceptions
* Elements of Style
* Colour Principles
* Psychology of Colour
* How to Power Dress with Colours
* Corporate Wardrobe and Accessories
* Polished Style for Men and Ladies
* Fabric choices for Men and Ladies
* Defining Business Casual : Do’s and Don’ts
* Tips for Dressing on a Budget
* Appropriate Fabric and Style Choices for Tudung

**Managing Your Stress for a Healthy Appearance**

* Effect of Stress to Your Appearance
* Identify Causes and Techniques to Reduce Stress
* Exercise to Relax and Rejuvenate

**Day 2**

**Etiquette and Social Grace**

* Principles of Etiquette
* Meeting and Greeting People in the new norm
* Cross Gender & Cross Culture Greeting
* Protocol of Handshaking
* Protocol of Salutations
* Introductions and Business Cards
* Leading, Ushering & Escorting Guests
* Time Management

**Dining & Entertaining Etiquette**

* Understanding Different Ceremonies
* Know the Dress Codes for Different Ceremonies
* Know Your Table Setting
* Table Manners ; The Dos and Donts

**Basic Communication Skills**

* Social Intelligence
* Basic of Effective Communications
* Communication Channel
* Voice Quality
* The Dos and Don’t’s in Communication
* Power of Smiles, Eye-Contact & Gesture
* Body Language (gestures, posture, facial expressions)
* Sitting and Walking

**Networking Essentials**

* Importance of Networking
* Building professional relationships.
* Networking as a tool for career growth.
* Networking Strategies
* Approaching and engaging with new contacts.
* How to introduce yourself and your business.
* Elevator Pitch Practice
* Crafting a concise and impactful elevator pitch.
* Role-play and feedback session.

**METHODOLOGY :**

This highly interactive program combines stimulating lectures, role play, case studies, group discussion, problem solving exercises, one-on-one coaching, facial exercises, exercises to relax and rejuvenate, simulations and demonstrations.

**DURATION**

Two (2) days from 9.00 am to 5.00 pm

There will be three breaks; Lunch for an hour and two coffee breaks for twenty minutes each.

**Trainer’s Profile**



**Norizah Yahaya**

Norizah is an entrepreneur with a vast experience in Corporate Training. She started her corporate training career in 1996 when she was offered by Telekom Malaysia Berhad to conduct a personal grooming workshop. With her engaging persona and broad knowledge, she has become a much sought-after speaker by event organisers and training providers.

A graduate in Masters of Science in International Business Management with Distinction from University of East London UK, and a firm believer in continuous learning, Norizah continuously enhances her knowledge by attending beauty related courses as well as other professional courses within the country as well as abroad. Norizah also holds a Diploma in Management Studies from UTM, Bachelor of Arts (Honors) in Business Management from University of Derby UK and a Diploma in Certified Body and Facial Beauty Treatment at The Beauty Training Centre Kuala Lumpur. Currently she is pursuing a Phd in Business Management from Lincoln University College.

Norizah is an accredited trainer with HRDF and a certified ABNLP Practitioner. As an independent professional trainer, she specializes in Customer Service, Business Etiquette, Corporate Image, Personal Branding, Professional Grooming, Dining Etiquette, Presentation Skill, NLP for Leaders and Stress Management. Guided by her many years of experience in those fields, Norizah delivers her training in an easy-to-understand approach using real-life examples that are relevant to her audience.

Her training experience includes conducting seminars and workshops in local colleges, universities, private companies and the government sectors all over Malaysia, Singapore and Brunei. She has also made presentations in seminars organised by local organisations such as the “Ketokohan Wanita Islam” held in Sri Aman, Sarawak. Norizah has appeared as a guest speaker in TV9’s “Saffiya”, RTM’s “Selamat Pagi Malaysia” and contributed articles to a few local newspapers and magazines.

Her enthusiastic and easy-to-understand presentations have earned her positive feedback from her audiences and clients. Some of the organisations that have benefited from her in-house training are IBM, Guardian Pharmacy, Tenaga Nasional, Petronas, Securities Commission Malaysia, Pusat Latihan Telekom Malaysia, Nadiputra, PTPTN, Yayasan Bank Rakyat, BSN, Public Bank, CIMB, Maybank, Etika Insurance, Monash University, UiTM, UMT, Puspanita, JKR, Kementerian Sumber Asli, Kementerian Pembangunan Wanita, SEDA Malaysia, Jabatan Kebajikan Masyarakat, Hotel Maluri, Litrak and Kementerian Pengajian Tinggi, Gamuda, Sarawak Hidro, BAKAT Rejimen 21 Komando, Majalah Niaga, SL1M, Ekuiti Nasional Berhad, GCAP, Perodua, Kolej Komuniti, Vintage Point Consulting, SABIC, Baiduri Bank Brunei, AXA Affin General Insurance Berhad, Kesuma Bioherbs, PUNB and FELCRA, MISC, KWSP, MBSB, UTMH, IDFR, UTP, Darussalam Enterprise (DARe) and BIMB.