

WOMEN'S INSTITUTE OF MANAGEMENT

(INSTITUT PENGURUSAN WANITA (WIM))(Company No. 264164-K)

(A Non Profit Company Limited by Guarantee and Without Share Capital)

SETTING THE LOOK FOR PROFESSIONAL PRESENCE

Introduction

Your appearance directly affects your credibility, capabilities, behavior, body language and the perception of others might have of you. When used properly, your clothing and grooming act as a resourceful tool that will help you achieve personal and professional success. Your image is what speaks the loudest volume before ever having the chance to say a word at all. When you first meet someone, you have 7 seconds to present a powerful personal or professional appearance. It is within this time frame that your observer will use their "gut feeling" to judge you. This is what we call, 'The Science of First Impression'. Thus, it is imperative to have a powerful appearance or an image that best relates to your individuality, credibility and personality.

Objectives of the Program

- To create awareness on the importance of managing 'First Impression' as a Brand Ambassador to the company and the impact to their personal development, life, business, career and personal brand.
- Align participants' image with company's objective, mission, vision, environment and core values.
- Better understanding of self--brand values and increase credibility through personal image consistency
- Identify participants' Personal Image Goals and create action plans to build desired 'image'
- Increase confidence in appearance despite participants' background, body figure challenges, lifestyle, age and profession.
- To enhance soft skill knowledge through business etiquette essentials while building rapport, establish effective communication and boost personal charisma.
- Improve grooming habits and perpetuate skin care routines for a healthy personal lifestyle

Benefit to the Participants

- Understand the importance and the impact of First Impression that helps to increase self--confidence, boost self--esteem and communicate the right and positive image persona as a brand ambassador to organization.
- Identify the right business attire for the industry, and dress accordingly to represent the corporate brand of company.
- Elevate self--confidence in personal appearance despite body challenges and myth that only beautiful and wealthy individual can look good.
- Identify the 10 mistakes every executive makes in their business attire today and apply the 5 WOW Factor strategies on how to look credible with colors, style and wardrobe staples with limited budget .

Mastering the Arts and Science of First Impression

- ✓ Visual Impact : create that lasting First Impression
- ✓ Consistency And Credibility In your Professional Presence

Personal Image Management

- ✓ Discover the Secrets to your WOW Factor
- ✓ Fashioning your Image to match Your Personal Brand
- ✓ Planning and Building Your Wardrobe

Dress for Success

- ✓ Levels of Formality (business and casual dressing)
- ✓ 10 mistakes every Executive makes in their business attire today

Delivery Methods

This is an experiential--based interactive course delivered through Lectures & Interactive Role--plays, Individual Reflections for Deeper Learning and Focused Action, Group Activities and Peer Feedback ,Audio Video Presentations and Demonstrations and hands--- on applications.

Design for

- Administrative Staff, Support Staff and Executives who are involved in frontline functions.
- First and Middle level Managers across the departments
- Anybody needing a boost in their confidence and to improve overall personal branding

FACILITATOR

Emi Idura Che Hashim

Certified Professional Image & Color Consultant

With vast 17 years of corporate background experience, and a decade with the top GLC in Kuala Lumpur, she provides programs that focusing on "Professional Presence and Personal Image Branding" which includes Corporate Image Excellence and Grooming Management, Business Etiquette and Protocol, Business Dining Etiquette, Customer Service and Hijab Styling workshops. She is proud to be appointed on board as the first the Institute of Image Training and Testing International (IITTI) Associate Member (IITTI Canada) and the only representative from Malaysia. Ms Emi was appointed by the World Hijab Day founder, Ms Nazma Khan (who is based in New York) to represent Malaysia as the World Hijab Day Ambassador

She had been featured in RTM TV1, TV Al Hijrah, Bernama News, Berita Harian Online, The Star Online, Harakah English Daily and others. Apa Kata Wanita RTM TV1 as a guest speaker in conjunction with Secretaries Week 2015, TV9 Safiyya on 'Selfie' topic, Sinar Harian – Wanita Oh Wanita (WOW) Personaliti Hebat column, Berita Harian in BH 'Famili' Column and recently in Utusan Malaysia 'Mega' in month of May 2015.

Early July 2015, she was invited by Utusan Malaysia (Mega) Chief Editor as a weekly columnist in 'Bicara Imej' slot and through this experience, it indirectly enable her to contribute her knowledge and expertise as a certified Image, Etiquette and Color Consultant. Her first article "Warnai Diri Anda dengan Mesej Positif" was first published in Utusan last August 5th 2015.

Setting The Look For Professional Presence

20th July 2017 (Thur), 9 am - 5 pm

Fees: Member – RM470.00 Non-Member – RM550.00
Group (min 3) – RM500.00

Name (1): _____

Name (2): _____

Name (3): _____

Company: _____

Address: _____

Postcode: _____ City: _____

Tel: _____ Fax: _____

Handphone: _____ E-mail: _____

Payment Details:

By Cheque / Cash: I enclose cash/cheque RM _____ payable to **'Women's Institute of Management'**

Bank the payment into **Women's Institute of Management**'s account:

Bank : **CIMB Bank Berhad** Account No.: **8000694925**

(fax or email the bank-in slip as the proof of payment)

By Credit Card: Please charge RM _____ to my credit card: V / M

Name of Cardholder: _____

Credit Card No.: _____ Expiry Date: _____

Card Issuing Bank : _____

Please tick if you are WIM Member

I understand that a place is reserved when payment has been received by WIM

Signature _____ Date _____

REGISTRATION FORM

ADMINISTRATIVE DETAILS

Venue: 1st Floor, Wisma WIM
7, Jalan Abang Haji Openg
Taman Tun Dr. Ismail
60000 Kuala Lumpur.
Tel : 03-7725 0268 / 0288 ext 16
Fax : 03-7725 0286
E-mail : nyk@wimnet.org.my
Website: www.wimnet.org.my

Fees inclusive of 6% GST, refreshments, luncheon, course materials and Certificate of Attendance.

REGISTRATION POLICY

REGISTRATION

Registration Form must be completed and submitted together with full payment of the seminar fees to WIM before commencement of the seminar. Otherwise, we may have to treat your registration(s) as unconfirmed.

SUBSTITUTION OR CANCELLATION

Substitution of participant(s) is allowed provided WIM is notified in writing of the same with the name of the new participant(s) at any time prior to commencement of the seminar.

WIM reserves the right to cancel, reschedule or postpone the seminar due to unforeseen circumstances. Every effort will be made to inform registered participants.

PAYMENT

Payment paid is not refundable.

GROUP DISCOUNT

An organization sending 3 or more staff members to attend is entitled to RM500 per participant.

HRDF Claimable