

## **Professional Grooming & Business Etiquette: Dress Up and Work Well in Industry 4.0**

Do you know professional grooming helps your professional development in the long run?  
Do you how do you apply proper grooming and business etiquette to enhance the professional relationship among people?

### **Introduction**

A well-groomed person is attentive to details, organised and self-disciplined – at least that is the assumption! A polished appearance and sophisticated demeanour create a great impression, while a positive image builds confidence and the attractive public persona necessary for work and social success. In our highly competitive business environment, customers have a choice of companies to do business with. Increasingly, they will park their business where they are treated with courtesy, consideration and professionalism. One of the hallmarks of a company's image comes from the quality of the behaviour and relationships between members within an organisation. When you represent your organisation, customers perceive the organisation through the way you interact, look, and talk and behave. Good image grooming is about conducting oneself in a business-like way in every aspect related to work, in terms of both approach and mindset. Thus, projecting a personal image of professionalism and effectiveness leads to the projection of professionalism on the part of the corporation.

### **Program Objectives**

This training aims to:

- Develop self-professionalism with a confident personality and professional appearance in the way we look, dress and behave in business meetings and social gatherings.
- Develop professionalism at work and in various business situations with proper etiquette and communication skills.
- Display good manners in performing job functions.
- Use a simplified action plan template to translate learning insights gained into action. Increase Self-confidence through a polished appearance and demeanour.

### **Learning Outcomes**

After completing this training, participants should be able to:

- Improve relationships through professionalism and proper etiquette.
- Learn about creating a professional presence through dressing.
- Possess effective wardrobe management and solutions.
- Master the skills and techniques on Make-up application and hairstyling techniques.

### **Who should attend?**

Directors/ Managers/ Executives/CEOs/ Business owners / Anyone who wants to change their image

### **Methodology**

Case studies, forum discussion, role-play, presentations, gamification

## Program Outline

Time	Day One
9.00am– 10.30am	<p><b>Your Image is Who You Are!</b></p> <p>In this module, the participants would learn the importance of appearance to create a presence and personal branding. The participants would learn how to perceive yourself, your self-esteem and self-confidence, the importance of creating a positive 1<sup>st</sup> Impression in the way we Look, Dress and Behave.</p>
10.30am-11.00am	<b>Break and Networking</b>
11.00am-1.00pm	<p><b>Lasting First Impression with “Grooming”</b></p> <p>Cultivating a professional presence with professional grooming. The participants would understand your skin type and basic skincare. The participants would learn the guidelines to skin &amp; hair care, face shapes for both men and women. The participants would learn the fundamentals of make-up techniques – day and night make-up; the 10-minute make-up application and the grooming Do’s &amp; Don’ts.</p>
1.00pm-2.00pm	<b>Lunch Break and Networking</b>
2.00pm-3.30pm	<p><b>Lasting First Impression with “Grooming”</b></p> <p>In this module, participants would start working from the “Inside Out” – proper nutrition and exercise, personal hygiene, presence and style, beware of image destroyers.</p> <p><b>Social Intelligence - “No Man is an Island”</b></p> <p>Social intelligence is the human capacity to use our brains to effectively navigate through complex emotional situations and negotiate different social relationships. The topics cover manners – Basic courtesy; positive behaviours and behaviours to be avoided</p>
3.30pm-4.00pm	<b>Break and Networking</b>
4.00pm-5.00pm	<p><b>Body Language of Professionalism</b></p> <p>The participants would be exposed to nonverbal and image building that includes the smile, tone of voice, eyes, touch, gestures, body postures and</p>

	physical distance. In addition, the participants would learn poise, deportment, standing, sitting and walking professionally.
<b>Time</b>	<b>Day Two</b>
<b>9.00am– 10.30am</b>	<p><b>Personality Quiz – Discovering Your Personality Style.</b></p> <p>Body proportions, body types, body shapes, and body scale as the essential for dressing guide and colour harmony, colour psychology Skin undertones either warm or cool would be covered in this module.</p> <p><b>Dressing Guide for Men and Women</b></p> <p>The participants would learn the basic professional clothes that includes for Men – Shirts, blazers, jackets, pants and ties, and traditional clothes; Women – dresses, skirts, pants, jackets, blouses, and traditional clothes; Scarves and tudungs – Factors to consider; wardrobe capsule – staple colours, basic colours, and interesting colours</p>
<b>10.30am-11.00am</b>	<b>Break and Networking</b>
<b>11.00am-1.00pm</b>	<p><b>Official Dress Codes and the Art of Accessorizing and Style</b></p> <p>The participants would learn the official dress that includes white tie, Black tie, business formal, Business casual, casual, watch, earrings, bracelets, footwear and heels, hosiery, handbag, necklace (costume jewellery), and belts.</p>
<b>1.00pm-2.00pm</b>	<b>Lunch Break and Networking</b>
<b>2.00pm-3.30pm</b>	<p><b>Business and Social Etiquette</b></p> <p>This module provides fundamentals of business and social etiquette. In this module, the participants would learn the key of meeting and greeting, the introductions – Business and social settings, seating – Business settings, business cards – Giving and receiving.</p>
<b>3.30pm-4.00pm</b>	<b>Break and Networking</b>
<b>4.00pm-5.00pm</b>	<p><b>Dining Etiquette – The Art of Savouring Each Course with Poise and Grace</b></p> <p>The participants would look at the art of dining – continental vs American. The participants would also learn the following areas include</p>

	table seating – Host, hostess, VVIP, Guests; tableware and glassware; napkin etiquette; restaurant etiquette; conversation makers and breakers.
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