

# SETTING THE LOOK FOR PROFESSIONAL PRESENCE



## Introduction

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

- 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.

## 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.

## 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

## Design for

- Administrative Staff, Support Staff and Executives who are involved in frontline functions.
- First and Middle level Managers

## Facilitator

**Emi Idura Che Hashim**

Duration : 1 day