

Programme	Leading Image : Achieving a Leading Image (includes lunch for hands-on dining experience)
Trainers	Ms Marion Teo

OBJECTIVES:

- To enhance the image of the participants
- To inculcate the essentials of professional dressing and work etiquette
- To build and enhance the self-confidence of the participants to achieve personal effectiveness

OUTLINE:

❖ **First Impression Tips**

The importance of projecting a Professional and Leading Image

Rules of Ten : Creating a Positive Image

Projecting the Right Company Image

❖ **Business Etiquette**

Greetings, Self Introductions and Handshakes

Making Introductions, Handling Name Cards

Understanding Cross Cultural Sensitivities and Protocol

Expectations around Hierarchy and Gender

❖ **Social Etiquette**

The Art of Socializing - How to Start and Sustain a Conversation

Overcoming Mixing Phobia and Establishing Instant Rapport

The Impact of Non Verbal Communication - Body language, Facial expressions, Gestures

How to behave, What to say and When to Speak

❖ **Interpersonal Relations**

Your Responsibility to your Customers

Communicating with Customers

Conflict Management

❖ **Basic Grooming**

Caring for your skin

The ' H ' factors: Hair, Hygiene and Health

❖ **Deportment and Poise**

Postures and Movements for Standing, Walking and Sitting

Making an Entrance or Exit

❖ **Dress Sense and Colour Management**

Dressing appropriately for the business at hand

Knowing your colours and colour coordination

Enhancing your appearance through colour selection

Understanding body shapes and proportions

Putting your styles together

Accessorize and the finished look

❖ **Dining Etiquette**

Making Reservations and Seating Arrangements

Table Manners for Western, Chinese, Indian and Malay Cuisine

The Order of Courses, Utensils, Drinks and Wines

Tackling Difficult Foods

Having Conversations, Taking Leave and Handling Payment

Dining Don'ts and Dealing with Embarrassing Moments

TRAINER PROFILE:

Marion Nicole Teo is a well-known Image Building Consultant and holds an Honours degree in Biochemistry from the National University of Singapore. She was Miss Singapore Universe 1987 and represented the nation in the Miss Universe pageant where she did Singapore proud as one of the semi-finalists.

In 1992, Marion joined the Service Quality (SQ) Centre, a joint venture organization between Singapore Airlines and the Productivity and Standards Board (PSB), committed to improving the service quality standards within both the private corporations and the public sector. Besides heading the Customer Services Department, Marion was instrumental in the end-to-end design and delivery of a highly successful seminar titled "Managing a Winning Image for Service". She was tasked with the overall improvement of the Centre's Grooming curriculum and worked on several consulting projects with clients such as Takashimaya (S) Pte Ltd.

On her own, Marion has made a name for herself with high profile clients such as the Civil Aviation Authority of Singapore (CAAS), National Library Board, Prudential Assurance and Singapore Airlines (SIA). In these instances, she provided consulting services in the areas of developing and implementing grooming standards. Her recommendations on changes in the uniform of airport and airline staff were implemented. This helped to project a professional corporate image, while taking into consideration the need for comfort for employees.

Marion is an accredited Course Leader at POD Training and Development Pte Ltd, where she is responsible for training frontline staff from various organizations in the areas of Interpersonal Relations and Communications Skills, Customer Service, Team Building and Telephone Handling Techniques. Companies that have benefited from her training include Baxter Healthcare, United Motor Works, EM Services, Schenker International (Singapore), Delgro Corporation Ltd, Berg Electronics, Singapore Sports Council, Singapore Bus Services and Sin Soon Huat.

She is the Managing Director of The Leading Image Ptd Ltd, which was established in 1998. The Training and Consulting Company has trained staff and individuals from diverse industries in the area of Image Enhancement. Her clients include staff from Singapore Airlines, National Library Board, Prudential Assurance Limited, CPF Board and CityCab Pte Ltd.

Marion has designed the dynamic curriculum for the development of a professional image that will give both men and women an edge in any highly competitive environment. The tailor-made programmes are specially designed to suit the Singapore way of life. The sessions are both interactive and participative, and ensure easy application. Where applicable, personal assessment tools are utilized and necessary corrective inputs shared. The Leading Image is now being developed in India and Dubai, with China as the next potential region for further expansion.
