



**Networking** is about building long-term relationships that increases the possibility of **mutual benefits**.

What does it take for you to **cultivate a network of professional connections**?

Does the thought of having to **step out of your comfort zone** to meet strangers frighten you?

Get set to expand your circles of influence

## THE ART OF NETWORKING & BUSINESS RELATIONSHIP BUILDING

Don't just work. Network!

SkillsFuture SG Accredited

**TGS-2019502961**

Eligible for Training Grant,  
Absentee Payroll Subsidy &  
Use of SkillsFuture Credit

Renowned entrepreneur and multi-billionaire Richard Branson once said, "Succeeding in business is all about **making connections**." No one can grow a business solely by themselves, and nurturing relationships is a key contributor to both personal effectiveness and career success. At times, you might feel alone in the business journey, but there is hidden power in making the right connections and **fostering relationships** to **gain insights, inspiration, exposure and opportunities**. And that's what networking is about.

**"If I had to name the single characteristic shared by all the truly successful people I've met over a lifetime, I'd say it is the ability to create and nurture a network of contacts."**

*Harvey Mackay, New York Times Best-selling Author*

**"With 28 years of experience in delivering networking training, Imageworks is committed to helping individuals sharpen their communication skills, overcome mindset barriers and grow in their networking effectiveness."**

*Christina Ong, Founder & Master Trainer, Imageworks*

Many people often claim that they are "born shy" and uncomfortable in interacting with people they do not know, let alone attend networking events. Growing one's network requires time, effort, patience and commitment. Through our **interactive** and **engaging** training programme, learners hone their small talk abilities, gain confidence to break into groups at events, and develop networking into a habit for life.

Key topics covered in this training programme:

**Networking Strategies • Working the Room with Finesse • Conversation Skills • Online Presence**

# THE ART OF NETWORKING & BUSINESS RELATIONSHIP BUILDING

## Learning Outcomes (LOs) & Course Outline

### 1-Day Instructor-Led Synchronous e-Learning / Classroom Training Programme

#### IDENTIFY, BUILD AND NURTURE YOUR PROFESSIONAL NETWORK

**LO 1 Overcome mindset barriers and evaluate methods to define, identify and build a professional network of offline and online connections**

- Assess your networking quotient
- Review the stages of business relationship building
- Reflect on how your professional presence influences your relationship with others

**LO 2 Assess criteria and cultivate relationships within network clusters to enhance communication for collaboration and business opportunities**

- Define personal and professional networking objectives
- Identify and build strategic network clusters

#### ENGAGE IN EFFECTIVE NETWORKING AT EVENTS & IN DAILY OPPORTUNITIES

**LO 3 Determine networking needs and alignment of goals in strategic partnerships to connect effectively at every business relationship building opportunity**

- Prepare to make the most of each networking event attendance
- Set goals to expand your network

**LO 4 Work the room and apply communication techniques to network with confidence and finesse to establish strategic relationships**

- Practise mingling strategies at networking events to “work the room” with poise and polish
- Break-into and exit groups gracefully
- Connect with ease and finesse on the first encounter
- Incorporate cross-cultural awareness to meet and greet with impact
- Create memory hooks to remember names and faces distinctively

**LO 5 Leverage the art of conversations to foster support and improve knowledge sharing**

- Discover the secrets of lively conversations and successful “small talk”
- Develop an attitude of curiosity to grow your knowledge sharing abilities
- Zoom in on conversation bloomers and escape conversation bloopers
- Engage with others through different levels and stages of conversations
- Transit from a casual conversation to an effective conclusion that connects

#### FOLLOW UP TO ENHANCE OFFLINE & ONLINE PARTNERSHIPS FOR BUSINESS RELATIONSHIP BUILDING

**LO 6 Manage roles and boundaries and narrow perception gaps to emphasize and establish credibility and trust**

**LO 7 Follow up to maintain, evaluate and enhance strategic partnerships to support organisational strategies and objectives**

- Continue to build relationships even after the event
- Leverage 3Ps to build an effective professional online presence and network

**LO 8 Apply different negotiation styles and seek to promote win-win outcomes in partnership agreements**

- Evaluate 5 different negotiation styles and outcomes
- Apply negotiation principles that help to promote win-win for further business relationship building

#### TAKE ACTION CHALLENGE - YOUR ACTION PLAN AND INSPIRATION FOR TRANSFORMATION

*6 months' value-added post-training follow-up to encourage effective transfer of learning:*

**Take Action Accountability • Training Outcomes Measurement • Optional Mentor Briefing**

## COURSE FEE & FUNDING INFORMATION

### With SkillsFuture SG (SSG) Training Grant & Absentee Payroll Subsidy Eligible for Use of SkillsFuture Credit & SkillsFuture Enterprise Credit

For company-sponsored training, the actual fee payable is dependent on the company's incorporation type in Singapore (SME/non-SME) and the residency status and age of training participants. Non GST-registered companies should also consider GST implications. Here's an illustrative summary of the different funding components.

Learner Profile	Course Fee & Funding Information	COMPANY-SPONSORED				SELF-SPONSORED
		SME		NON-SME		
		Excl GST	Incl GST	Excl GST	Incl GST	Incl GST
Singapore Citizen ≥ 40 years	Full Course Fee	\$ 350.00	\$ 381.50	\$ 350.00	\$ 381.50	\$ 381.50
	Less: SSG Training Grant	\$ (245.00)	\$ (245.00)	\$ (245.00)	\$ (245.00)	\$ (245.00)
	Imageworks Invoiced Amount	N.A.	\$ 136.50	N.A.	\$ 136.50	\$ 136.50
	Less: Absentee Payroll	\$ (27.00)	\$ (27.00)	\$ (27.00)	\$ (27.00)	\$ -
	Net Training Investment	\$ 78.00	\$ 109.50	\$ 78.00	\$ 109.50	\$ 136.50
Singapore Citizen 21-39 years	Full Course Fee	\$ 350.00	\$ 381.50	\$ 350.00	\$ 381.50	\$ 381.50
	Less: SSG Training Grant	\$ (245.00)	\$ (245.00)	\$ (175.00)	\$ (175.00)	\$ (175.00)
	Imageworks Invoiced Amount	N.A.	\$ 136.50	N.A.	\$ 206.50	\$ 206.50
	Less: Absentee Payroll	\$ (27.00)	\$ (27.00)	\$ (27.00)	\$ (27.00)	\$ -
	Net Training Investment	\$ 78.00	\$ 109.50	\$ 148.00	\$ 179.50	\$ 206.50
Non-Singapore Citizen / PR	Full Course Fee / Invoiced Amt	\$ 350.00	\$ 381.50	\$ 350.00	\$ 381.50	\$ 381.50
	Net Training Investment	\$ 350.00	\$ 381.50	\$ 350.00	\$ 381.50	\$ 381.50

For example, assuming a non-SME (GST-registered) company organises a class for 15 employees consisting of 10 Singaporeans above 40 years, 4 Singaporeans between 21 to 39 years or Singapore PRs above 21 years, and 1 non-Singaporean/PR, the final training investment after applicable Training Grants and Absentee Payroll subsidies will be  $(\$78 \times 10 + \$148 \times 4 + \$350 \times 1) = \$1,722$  for 15 employees attending the 1 day training.

- The above table includes Baseline Funding, Enhanced Training Support for SMEs (ETSS) and Mid-Career Enhanced Subsidy (MCES) where applicable. Imageworks will apply for these SSG Training Grants for eligible participants.
- As this is an SSG-funded programme, Singapore Citizen and Singapore Permanent Resident learners must record their attendance electronically via the SingPass app, meet a minimum attendance of 75% of the training hours, and pass the competency-based assessments to successfully complete the course and qualify for funding.
- Absentee Payroll is a grant for Singapore-registered companies (excluding government entities) to defray manpower cost, capped at \$100,000 p.a. Excluded from our invoice for course fees, employers have to endorse their employees' details in the Enterprise Portal for Jobs & Skills (EPJS) after their course completion to facilitate funding disbursement.
- Eligible employers can also tap on SkillsFuture Enterprise Credit (SFEC) to cover up to 90% of out-of-pocket expenses including training for non-Singapore Citizen/PR participants with Foreign Identification Number (FIN).
- Self-sponsored Singaporeans may utilise their SkillsFuture Credit to pay for Imageworks' invoiced amount.
- SMEs are companies registered or incorporated in Singapore with an employment size of not more than 200 employees or with an annual sales turnover of not more than S\$100 million.
- The above course fee excludes training venue and F&B expenses. Imageworks' training academy which is well-equipped and conveniently located at 100 Pasir Panjang, is available for corporate booking at a preferential rate.
- On completion of training, participants will be awarded a SSG Statement of Attainment in Business Relationship Building.

Added benefits for choosing a corporate training session exclusively conducted for your organisation:  
Contextualisation to organisation • Alignment of standards • Team bonding opportunities

## At Imageworks, we believe in forging strong partnerships with our clients. We are committed to deliver effective training solutions that produce results.

Beginning with a clear understanding of each client's needs, we'd suggest ways to contextualise our programme and adapt training activities to deliver memorable learning experiences that both organisations and individuals appreciate. Our high percentage of repeat clients bears testimony of our training effectiveness. Here's a list of some of them:

### PRIVATE CORPORATIONS

ABN AMRO  
Accenture  
ACE Insurance  
ACES Learning  
AIA  
AmBank  
Antiant  
ANZ Bank  
Aon Hewitt  
Ascent Solutions  
Atos Origin  
AXA Life  
Avanade  
Bally  
Bank Julius Baer  
Bank of Singapore  
Barclays  
Body Contour  
Borneo Motors  
Bosch  
BSL Group  
BW Maritime  
Capitaland  
CFA Singapore  
Changi Airports International  
CIMB Bank  
Citibank  
City Developments Ltd  
CLA Global TS  
CLS International (Berries)  
Colin Ng & Partners  
ComfortDelGro  
Credit Agricole  
Credit Suisse  
Crimson Logic  
Daimler South East Asia  
Dale Carnegie  
DBS Bank  
Deloitte  
DNV  
Duke Bakery  
Eastport Maritime  
Edelman  
Elsevier  
Estee Lauder  
Eurokars Group  
Experia Events  
Far East Organization  
Finexis  
Fisher & Paykel  
Fraser's Property  
FT Consulting  
Fullerton Health  
Gammon Construction  
Global Logistic Properties  
Golin Harris  
Great Eastern Life  
GREIF  
GuocoLand  
HK Land  
Hongkong & Shanghai Hotels  
HSBC  
IN.FOM

IPP Financial Advisers  
Jigger & Pony  
Jones Lang LaSalle  
JP Morgan  
Keppel Corporation  
Kimberly-Clark  
KMP Group  
Knight Frank  
Kuok Group  
Laguna National Golf & Country Club  
Liberty Insurance  
Lum Chang Building Contractors  
M1  
Maersk  
Mandai Wildlife Group  
Manulife  
Maybank  
McKinsey & Co  
MediaCorp  
Meritus Mandarin Hotel  
Merrill Lynch  
Merz Asia Pacific  
Montage Studios  
Nefful  
NTUC Income  
OCBC Bank  
OCBC Securities  
Oculus  
Olympus  
Panasonic  
PGIM Real Estate  
POSB Bank  
Procter & Gamble  
PropNex  
Prudential  
Resorts World Sentosa  
Richemont Luxury  
Rockwell Automation  
Qornerstone  
S&P Global  
SAA Architects  
Sanden International  
Schlumberger  
Schroders Investment Management  
Sea Group  
Sentosa Development Corporation  
Shinji by Kanesaka  
Sime Darby Insurance Brokers  
Singapore Exchange (SGX)  
Singapore Technologies  
SingPost  
SPH Media  
St Gregory Spa  
Standard Chartered Bank  
Taj Hotels  
TEE International  
Teledirect  
The American Club  
The Body Shop  
ThermoFisher Scientific  
Tolido's  
Toyota Tsusho  
Transglobal Logistics  
Triumph International

UBS  
United Overseas Bank (UOB)  
Wearnes Auto  
Wong, Ong & Partners  
Yahoo!  
Yue Hwa Chinese Emporium

### MINISTRIES, STATUTORY BOARDS & GOVERNMENT-LINKED COMPANIES

A\*STAR  
Auditor-General's Office (AGO)  
Civil Service College  
Centre for Management Development  
Economic Development Board  
Enterprise Singapore  
Government of Singapore Investment Corporation (GIC)  
GovTech  
Housing and Development Board  
Infocomm Development Authority  
InvestHK  
Inland Revenue Authority of Singapore (IRAS)  
Integrated Health Information Systems (IHiS)  
Jurong Town Corporation (JTC)  
Maritime Port Authority of Singapore (MPA)  
MINDEF  
Ministry of Communications and Information  
Ministry of Culture, Community and Youth  
Ministry of Home Affairs  
National Gallery  
National Healthcare Group  
National University Health System  
Public Utilities Board  
Singapore General Hospital  
Singapore Land Authority  
Singapore Tourism Board  
Surbana  
Tan Tock Seng Hospital

### LEARNING INSTITUTIONS

Henderson Secondary School  
Hwa Chong Institution  
INSEAD  
Manchester Worldwide IHE  
Methodist Girls' School  
Nanyang Polytechnic  
Nanyang Technological University  
National Junior College  
National University of Singapore  
Ngee Ann Polytechnic  
Republic Polytechnic  
Singapore Institute of Management  
Singapore Management University  
Singapore Polytechnic  
The British Council

### NON-PROFIT ORGANISATIONS

Breast Cancer Foundation  
St James Church  
Trinity Christian Centre



# WHY ORGANISATIONS CHOOSE IMAGEWORKS®

Branding Through People

"On behalf of our team, I would like to convey our heartfelt appreciation to you for delivering such an impactful networking training, and making the session a truly memorable one! We are also really pleased to share that excellent feedback was received for the networking workshop among all the participants.

Thank you for your support and we will feel honored to collaborate again in the future."

- PhD Research Scholar & Career Team Director of an engineering post-graduate alumni association of a local university -

"The networking tips and strategies are really relevant and practical. I have been able to put what I have learnt into practice, and become more confident in interacting with clients, prospects and key stakeholders."

- Participant from professional services and consultancy firm -

"I often get asked by colleagues which is our most popular program we run...the answer is always Imageworks..."

I often get asked which program is critical to our overall training...the answer again is Imageworks.

Imageworks has worked with us to not only deliver training but they have consulted with us the whole way.

The program we have is tailored to our needs and represents what we stand for, aligning with our brand and the way we do business. Imageworks has captured our essence and helped us to create customer driven employees not only through how they dress, but how they represent our business and most importantly themselves."

- Head of Learning & Development of a major financial institution -



## GET TO KNOW US ...

**Expand. Expose. Exchange.** These 3Es of networking that we teach in our training programme are fundamentally imbued in our business, where we aim to foster better business relationships with both our corporate clients and training participants. Networking, while often seen as an uncomfortable and technical process, is given a human touch during our training engagement. Our goal is to equip and empower participants with the relevant knowledge and skills to exude greater confidence and finesse in their daily interactions, and cultivate meaningful relationships with the people that matter.

Established in 1995, we have over 28 years of training experience in enhancing communication that builds networks. We have worked with clients from different walks of life across diverse industries and cultures. Imageworks is also a 3-time winner of the HR Vendors of the Year Awards from 2020 to 2022, as Best Management and Sales Training Provider.

At Imageworks, we are guided by NICE, an acronym for our core values of nurturing, integrity, creativity and excellence: we are nurturing towards our staff and clients; we discharge our duties with integrity; we inject creativity into our learning experiences, and continually strive for excellence in all that we do.

## ... AND OUR TRAINING TEAM



### PROFESSIONAL TRAINERS & EDUCATORS

Everyone learns differently. Our certified trainers reinforce learning through interactive facilitation techniques, innovative visual aids and impactful learner demonstrations that enable the effective transfer of learning.



### EXPERIENCED SUBJECT MATTER EXPERTS

Our trainers are experienced subject matter experts in the areas of social intelligence, professional presence, effective communication and customer experience. Our active practice of these skills allow us to coach our trainees with relatable, relevant and applicable content.



### STRONG CORPORATE BACKGROUND

Our trainers have solid portfolios and corporate track record, with a deep appreciation for business and HR issues. We are thus able to contextualise training effectively and motivate learners with practical insights.



### MULTI-INDUSTRY PRACTITIONERS

We've contextualised our training to cater to different industries and adapted it to ensure an inclusive environment. It's no wonder that our clients come back for more!