



Your people are the face of your organisation.

Do they look, communicate and conduct themselves like the industry's **best representatives?**

How can you inspire and equip them for **personal empowerment** and **corporate excellence?**

Our transformational course for the financial services industry
**PROFESSIONAL PRESENCE & NETWORKING
FOR EFFECTIVE STAKEHOLDER ENGAGEMENT**
A Branding Through People® Programme

IBF-STIS Accredited

TGS-2022602519

Eligible for
IBF Course Fee Subsidy

All brands need to be experienced. **Imageworks** empowers your people and breathes life into your brand through their professional presence and networking capabilities. We inspire every individual to project a credible impression through their **Appearance, Actions** and **Attitude** that establishes trust. We equip them to align their personal brand with the organisation's corporate brand. We enable them to step forward with greater confidence and influence to deliver improved customer experiences and stakeholder engagement.

**"The good news ... is that everyone has a chance to stand out.
Everyone has a chance to learn, improve, and build up their skills.
Everyone has a chance to be a brand worthy of remark."**

Tom Peters, Author, The Brand Called You

"With 27 years of experience in delivering personal branding and networking training, Imageworks is committed to helping individuals sharpen their communication skills, overcome mindset barriers and grow in their stakeholder engagement effectiveness."

Christina Ong, Founder & Master Trainer, Imageworks

Managing one's personal brand is a dynamic process. Through our **highly interactive** and **engaging** training workshops, we help our learners acquire valuable life skills to adapt and evolve their professional presence and networking competencies. Get set to embrace a more effective **branding through people** service culture within your organisation.

Key topics covered in this training programme:

Personal Branding • Professional Presence • Appearance • Communication • Networking

PROFESSIONAL PRESENCE & NETWORKING FOR EFFECTIVE STAKEHOLDER ENGAGEMENT

Course Objectives

1. Develop a personal brand to project professional presence, create positive first impressions and establish trust at stakeholder meetings.
2. Synthesise business etiquette and social intelligence skills to exude finesse in stakeholder engagements.
3. Enhance gravitas, confidence and influence through dressing and grooming, body language and conversational competencies.
4. Network with impact to build rapport and foster business relationships.

Course Overview

DURATION

- 15 training hours facilitated over 2 days

TRAINING MODE

- Face-to-face in-person classroom training

ASSESSMENT

- MCQ

WHO SHOULD ATTEND?

- Relationship Managers, Assistant Relationship Managers & Relationship Officers
- Client Services Managers, Client Advisors & Associates
- Branch & Centre Managers

INDUSTRY SEGMENTS:

- Private Banking & Wealth Management
- Retail Banking

COURSE FEE

- Full Course Fee: S\$750 per participant (before GST)
- Net Course Fee:
 - S\$375 per Singaporean/PR participant (before GST, with 50% IBF-STs funding)
 - S\$225 per Singaporean ≥ 40 years (before GST, with 70% IBF-STs funding)
- GST is not applicable for funding support

TECHNICAL SKILLS & COMPETENCIES (TSCs)

- Customer Experience Management (Level 3)
- Networking (Level 3)

ABOUT IBF STANDARDS

The IBF Standards are a set of competency standards for financial skills. These Standards are developed in partnership with industry leaders and provide a professional development and skills roadmap for financial sector practitioners to excel in their respective job roles. They currently cover 12 industry segments in the financial sector. Find out more at www.ibf.org.sg

Learning Outcomes (LOs) & Course Outline

BUILDING TRUST & ADDRESSING GAPS IN ESTABLISHING STAKEHOLDER RELATIONSHIPS

LO 1. Recognise the importance of trust in establishing stakeholder relationships

- Appreciate the power of perception and how first impressions are formed
- Consider the importance of trust in establishing stakeholder relationships
- Reflect on the attributes that contribute to your personal branding

LO 2. Develop a personal brand and narrow perception gaps through the 3As of Appearance, Actions and Attitudes to establish rapport and trust

- Consider what it takes to achieve Triple-A ratings in Appearance, Actions and Attitudes
- Review how your 3As contribute to your confidence, influence and presence
- Narrow perception gaps between your image and your organisation's corporate identity for brand and image consistency
- Develop your 3Cs in Credibility, Confidence and Consistency to establish rapport and trust
- Define the global professional image and how stakeholders expect financial professionals to dress
- Dress right and dress smart to present yourself well in every situation
- Adapt your image and develop your overall appearance through colour, prints, fabric, style & accessories

RESPONDING & ENGAGING WITH STAKEHOLDERS WITH PRESENCE AND ETIQUETTE

LO 3. Address stakeholder needs and business opportunities promptly with the relevant product and service offerings

- Examine various customer touch-points and platforms that contribute to the total interaction experience
- Apply questioning techniques to uncover customer requirements
- Understand the 5 dimensions of service quality
- Tap on organisational resources for internal communication and service delivery

LO 4. Respond to common or challenging customer requests with etiquette, thoughtfulness and suggestions

- Recognise the importance of the etiquette advantage in business
- Apply the 3H golden principles of good etiquette to respond to customer requests with finesse
- Identify frequently asked questions and situational challenges
- Adapt etiquette responses to contextualised scenarios and build a customer service knowledge base
- Convey thoughtfulness, communicate with tact and diplomacy
- Exude professional presence through your actions

LO 5. Manage the 3Vs of your visual, vocal, verbal communication and body language to enhance gravitas and confidence

- Review the principles of effective communication
- Manage the 3Vs of your communication: Visual, Vocal and Verbal
- Project poise, confidence and presence through dynamic body language cues
- Optimise spatial and facial communication and poise and bearing for positive self-projection
- Elevate your virtual presence to establish trust and connection in the digital world

Learning Outcomes (LOs) & Course Outline

LO 6. Apply conflict resolution techniques to handle objections and turn negative feedback into positive responses

- Consider magic words to use and tragic words to avoid
- Turn negative feedback into positive responses
- Apply 3 principles of conflict management for win-win outcomes

FOSTERING STAKEHOLDERS RELATIONSHIPS THROUGH THE ART OF NETWORKING & COMMUNICATION

LO 7. Identify stakeholder groups and networking goals to foster business relationships

- Overcome mindset barriers to identify different stakeholder groups and relevant parties to network with
- Embrace 4 guiding principles for successful networking
- Set networking goals to foster business relationships and widen your connections

LO 8. Assess stakeholder relationships and engage in the art of networking and conversations to enhance communication and alignment of goals

- Review the stages of business relationship building
- Prepare to make the most of each stakeholder engagement and networking opportunity
- Practise mingling strategies at networking events to “work the room” with poise and polish
- Break-into and exit groups with finesse
- Practise conversational small talk to break the ice and build rapport
- Work through different levels of conversations to determine and align stakeholder and organisation goals
- Enhance communication through engaging conversations

LO 9. Follow up from customer engagement and networking events to build stakeholder relationships

- Maintain stakeholder relationships to support organisational strategies and objectives
- Manage roles and boundaries

TAKE ACTION CHALLENGE - YOUR ACTION PLAN AND INSPIRATION FOR TRANSFORMATION

**At Imageworks, we believe in forging strong partnerships with our clients.
We are committed to delivering 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.

WHY ORGANISATIONS CHOOSE **IMAGEWORKS**[®]

Branding Through People

"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, Retail Banking & Wealth Management -

"I was amazed and pleasantly surprised that the programme made me more confident and comfortable about my communication. It helped me to align who I am on the inside with who I want to be on the outside."

- Managing Director, Private Bank -

"This course is well adapted to our work environment. There were useful discussions on real-life banking scenarios."

- Graduate Talent, Local Bank -

"The segment on networking role plays is really practical and useful. I gained many useful tips that I am sure I can apply at the events I attend in future. Thank you, Imageworks!"

- Director, Financial Services, High Net Worth Clients, Multinational Insurance Company -



GET TO KNOW US ...

Appearance, Actions, Attitudes. These are the 3As we live by. The very same 3As that are ingrained in our training and consultancy to bring out the best in people and help them live better lives. By enhancing these everyday competencies, we humanise brand communication to add value to our corporate clients; we align the image of our learners to their organisation's brand, cultivate superior customer experiences and promote service excellence.

Established in 1995, we have over 30 years of experience in enhancing the polish in people that yields noticeable results. Imageworks is a gold winner of the HR Vendors of the Year Awards 2022, as Best Management Training Provider and Best Sales Training Provider. We have worked with clients from different walks of life across diverse industries and cultures, making us the leading image consultancy and training organisation in Asia today.

In living our Imageworks brand, 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. That explains why we are award-winning, and known as 'a true leader of the image industry'.

...AND OUR TRAINING TEAM



PROFESSIONAL TRAINERS & EDUCATORS

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



CERTIFIED IMAGE CONSULTANTS

Our trainers are certified image consultants and subject matter experts in professional presence, etiquette, networking and more. Our active practice of our skills leads to mastery as we offer clients personalised analysis and advice.



STRONG CORPORATE BACKGROUND

Our consultants have solid work experience and track record in the financial services industry, with a deep appreciation for business issues. We take pride in our training contextualising and motivate our learners with practical insights.



MULTI-INDUSTRY PRACTITIONERS

We've tailored our training to cater to different industries and adapted it to suit our Asian diversity. With more than 30 years of experience and proven results, it's no wonder our clients come back for more.

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