



Your people represent the face of your organisation to your customers, vendors and other stakeholders.

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

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

Introducing our #1 transformational training programme

PROFESSIONAL IMAGE & ETIQUETTE FOR EFFECTIVE COMMUNICATION

A Branding Through People® Programme

SkillsFuture SG Accredited

TGS-2019502825

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

All brands need to be experienced. **Imageworks Branding Through People®** empowers your human capital and breathes life into your brand through your people. We deliver training solutions that align the image of your employees to your organisation's brand. We help each individual to project a credible impression through their **Appearance**, **Actions** and **Attitude**. Ultimately, we inspire and equip people to live out a brand image for personal empowerment and corporate excellence.

**"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

**"And the best news is that our premium quality Branding Through People® programme
passionately perfected over the past 28 years
is now available as a well-subsidised training programme in Singapore!"**

Christina Ong, Founder & Master Trainer, Imageworks

Managing one's image 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 image. The bottom line? Greater **confidence**, **influence** and executive **presence** for the individual, and a more effective **branding through people** service culture for the organisation.

Key topics covered in this training programme:

Dressing • Grooming • Etiquette • Body Language • Conversation Skills • Service Excellence

PROFESSIONAL IMAGE & ETIQUETTE FOR EFFECTIVE COMMUNICATION

Learning Outcomes (LOs) & Course Outline

2-Day Instructor-Led Synchronous e-Learning / Classroom Training Programme

EVALUATE SELF AND IDENTIFY PERCEPTION GAPS TO ENHANCE PROFESSIONALISM

LO 1 Recognise the importance of professional image and projecting a good first impression

- Realise the power of perception
- Understand the importance of first impressions & maintaining a professional image

LO 2 Demonstrate professionalism through the 3As of Appearance, Actions and Attitudes to narrow perception gaps and provide a favourable brand experience

- Review your personal appearance, actions & attitude
- Narrow perception gaps between your image & your organisation's identity for brand & image consistency

UNDERSTAND CUSTOMER EXPECTATIONS AND COMMUNICATE EFFECTIVELY WITH OTHERS

LO 3 Communicate effectively through different platforms and organisational resources to interact with identified customers and meet their needs and expectations

- Examine various customer touch-points that contribute to the total customer experience

LO 4 Apply etiquette principles to convey thoughtfulness and respond with diplomacy under different settings and situations

- Uncover potential blind spots to become more personable to win the hearts of customers & colleagues
- Apply the golden principles for good etiquette & adapt to cultural differences & situational challenges
- Convey thoughtfulness, communicate with tact & diplomacy, and connect positively through social graces
- Exude greater professional presence, charisma & influence through your actions

LO 5 Adapt dressing principles in colour, prints, fabric, style and accessories to project a consistently professional image

- Define the global professional image & how people in your industry should dress
- Dress right, dress smart with the Imageworks Flexi-Dress™ Guide to present yourself well in every situation
- Adapt your image and develop your overall appearance through colour, prints, fabric, style & accessories

LO 6 Enhance personal grooming from top-to-toe to look appropriate in different situations

- Face forward with confidence with an appropriate skincare, make-up & hairstyle routine
- Assess your top-to-toe image consistency by applying a 3-point Image Reality Check

LO 7 Engage through conversational small talk and effective communication techniques to connect with others

- Learn the principles of effective communication
- Choose magic and avoid tragic words & topics
- Practise the art of conversations to build rapport with customers & colleagues

LO 8 Project poise, confidence and presence through dynamic body language expressions

- Manage your verbal, vocal and visual communication messages
- Optimise body language expressions including spatial & facial communication and poise & bearing for positive self-projection

GO-THE-EXTRA MILE FOR SERVICE AND SEEK IMPROVEMENTS TO EXCEED EXPECTATIONS

LO 9 Go-the-extra-mile for service & seek improvements to address customer concerns & exceed expectations

LO 10 Uphold service commitment by providing accurate information & maintaining customer confidentiality

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	\$ 450.00	\$ 490.50	\$ 450.00	\$ 490.50	\$ 490.50
	Less: SSG Training Grant	\$ (315.00)	\$ (315.00)	\$ (315.00)	\$ (315.00)	\$ (315.00)
	Imageworks Invoiced Amount	N.A.	\$ 175.50	N.A.	\$ 175.50	\$ 175.50
	Less: Absentee Payroll	\$ (67.50)	\$ (67.50)	\$ (67.50)	\$ (67.50)	\$ -
	Net Training Investment	\$ 67.50	\$ 108.00	\$ 67.50	\$ 108.00	\$ 175.50
Singapore Citizen 21-39 years	Full Course Fee	\$ 450.00	\$ 490.50	\$ 450.00	\$ 490.50	\$ 490.50
	Less: SSG Training Grant	\$ (315.00)	\$ (315.00)	\$ (225.00)	\$ (225.00)	\$ (225.00)
	Imageworks Invoiced Amount	N.A.	\$ 175.50	N.A.	\$ 265.50	\$ 265.50
	Less: Absentee Payroll	\$ (67.50)	\$ (67.50)	\$ (67.50)	\$ (67.50)	\$ -
	Net Training Investment	\$ 67.50	\$ 108.00	\$ 157.50	\$ 198.00	\$ 265.50
Singapore PR ≥ 21 years	Full Course Fee / Invoiced Amt	\$ 450.00	\$ 490.50	\$ 450.00	\$ 490.50	\$ 490.50
	Net Training Investment	\$ 450.00	\$ 490.50	\$ 450.00	\$ 490.50	\$ 490.50

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 $(\$67.50 \times 10 + \$157.50 \times 4 + \$450 \times 1) = \$1,755$ for 15 employees attending the 2 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 2 SSG Statements of Attainment, in Service Excellence and Customer Experience Management.

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 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

"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 -

"I visited some of the training sessions which you were conducting with members of our staff.

I was very glad to see a very high level of enthusiastic response and participation.

I think it has to do with your affable and effective style..."

Your work has contributed much in supplementing our recent efforts in the process of building our people into an effective organisation."

- Managing Director of an international luxury goods brand -

"The most useful thing I took away with me was on how to manage others' perception of me.

At the end of the day, there should be a match between what you think of yourself and what others think of you."

- Participant from a global consumer electronics corporation -



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 some 28 years of experience in enhancing the polish in people that yields noticeable results. Imageworks is a 3-time winner of the HR Vendors of the Year Awards from 2020 to 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 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 colour, style, etiquette, body language and more. Our active practice of our skills leads to image mastery, as we provide clients with personalised analysis and advice.



STRONG CORPORATE BACKGROUND

Our consultants have solid work experience and corporate track record, with 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 tailored our training to cater to different industries and adapted it to suit our Asian diversity. With more than 28 years of experience and proven results, it's no wonder our clients come back for more.