

Personal Branding and Professional Image

如何建立職場個人品牌與專業形象

MEDIUM : Cantonese / Putonghua COURSE CODE : PBPI

We all agree that the first impression is everything when starting a great conversation in business, but how can you gain trust from customers or interviewers within minutes of first interaction? Is it important for your frontline staff to project the brand identity of your company? By mastering the art of professional business image and personal branding, one can adapt dynamically to meeting the needs in different situations and allowing oneself to dress and groom effectively to project one's image with confidence and professionalism.

This program can help participants recognize image details that distinguish oneself from the competition.

After attending this program, participants will be able to :

- Understand the importance of visual image
- Be aware of the benefits of creating one's professional image for career and the company
- Be able to build a positive first impression through both inner and outer elements
- Be able to dress and groom well for different business situations
- Make an impactful first impression in business interaction
- Manage body language and vocal expression to create positive impression
- Apply personal image power-up advice to enhance personal professional image

Methodology *Lecture, demonstration, discussion ad reflection, role plays, checklists and questionnaires*

Target Audience Anyone who needs to meet with external parties, including customers and business partners or job seekers who need to attend job interviews

Course Outline

1. The important of visual image

- What is professional image
- Align personal image and corporate image
- Cases sharing

2. Dressing right, dressing smart in every business occasion

- Introduction of dressing code for different business occasion : Business formal, Business casual and Smart casual

3. Business grooming standards

- Grooming tips from head to toe
- Personal hygiene and use of fragrance

4. Contemporary business dressing guides

- Dress details of formal suits, business casual and smart casual
 - Color, Styles, Fabrics, Correct fit
- Mix and match guidelines
- Accessories for different occasions

5. Use of body language and voice during business interaction and win trust from others

- Master five(5) tips to empower non-verbal communication
 - Posture & gesture, Energy level, Smile, Eye contact, Nod

6. Personal image power-up advice

- Facilitator will give constructive feedback to participant on professional business image which include color analysis, hair style and dressing style

7. Shopping Tips

- Purchase the appropriate clothing based on different styles, with price range recommendation