

Personal Grooming & Business Etiquette Workshop

Date: 26th – 27th March 2012

Venue: ATCEN Learning Centre, Damansara Perdana, PJ

Workshop Description

Good grooming and appropriate business etiquette is amongst the most critical competencies required in business today. An individual's ability to project a confident positive image and relate effectively to others will result in higher opportunity for success.

This workshop introduces the participants the key elements and techniques associated with projecting a professional image and business etiquette in the workplace. The selected modules encompass on the right image, grooming, business etiquette, dining etiquette; while emphasis is set towards the context relating positive interpersonal communication for effective results.

Workshop Objectives

- Realise the advantage of developing a confident, polished professional image
- Launch yourself to success with professional personal image and projection;
- Develop powerful first impressions and lasting impressions;
- Understand the importance of the right dressing and hairstyles for ourselves yet the importance of adhering to the corporate dress code in developing a professional image that relates with the corporate image.
- Leverage on our physical appearance to enhance our communication.
- Learn how to use image to leverage client-relations and performance effectiveness.
- Gain new insights on how to make better selections and how to co-ordinate their personal colors, styles, fabrics and accessories in ways that flatters the individual, which are appropriate for the business in the communication industry and will enhance their goals.
- Learn the art of hosting a business meal and mastering the Asian dining etiquette and table manner.
- Enhance confidence and influence as personal and professional development translates into a positive change in attitudes, appearance and actions.

Who Should Attend?

- Front Liners
- Business Development
- Executives
- Sales Professionals
- Managers

Personal Grooming & Business Etiquette Modules

Module 1: First Impression – The Impact of Your Image

- How Our Image Defines Us
- Perceived Image vs. Received Image
- Your Image vs. Your Corporate Image
- Importance of Appearing Professional

Module 2: Understanding Me and My Body

- The Basics of Our Body
- Know Our Features- Face, Body Shape, Hair and Others
- Know My Personality

Module 3: Business Wardrobe Management

- Develop Your Professional Image to Say, “I Mean Business.”
- What Apparel is Appropriate for Men and Women in Today’s Business Arena?
- How to Power Dress with Colors and Match Our Body
- Polished Style For Men
 - Shirt Styles and Fit
 - Pairing Collars and Faces
- Polished Style For Ladies
 - Styles, Patterns and Fabric Choices for Suits, Dresses, Blouses, Tudungs
 - Best Proportions, Jacket and Skirt Lengths
 - What to Dress to Accentuate Your Best Assets
- Coordination Strategies
- Visual Slimming – Camouflage Techniques
- Know Your Fabrics and What You Are Paying For
- Dressing for “Business Casual”

Module 4: Business Etiquette & Social Graces

- Introduction to Etiquette
- Meeting & Greeting Savvy – Introduce Yourself and Others with Confidence.
 - Self-Introduction / Group Introductions / Third Party Introductions
 - 1-way vs. 2 - way Introductions
- Know the Asian Cultural & Religious Sensitivities
- Leading, Ushering & Escorting Guests
- Business Card Etiquette
- How to Remember Names

Module 5: Business Meal Etiquette Essentials

- Asian and Western Style Dining
- Cultivate Your Table Manners so that You Feel Confident to Dine with Anyone
- "Polished" Techniques To Make Dining With A Client A Pleasant Experience
- Mastering Table Manners for Western and Asian Meals

Module 6: Professional Make-up & Grooming for Women:

- Basic Skin Care
- How Makeup Can Help Ladies in Their Careers
- Understanding Products and Cosmetics
- The Fast Professionally Groomed Look

The **Training Methodology** will be based on the ATCEN PEAK methodology. This will include:

- High Impact Short Lectures
- Lively Activities and Exercises
- Numerous Presentations and Discussions
- Continuous Real Time Feedback from Facilitator

Workshop Chronology

0830	Registration
0900	Workshop Begin
1030 – 1045	Morning Refreshment
1300 – 1400	Lunch
1530 – 1545	Afternoon Refreshment
1700	End of Workshop
<i>Chronology applies for Day 1 and Day 2</i>	

Facilitator Profile

Sharmaine Chen Trainer



Sharmaine Chen is a corporate trainer for ATCEN Sdn Bhd and also the owner of the ATCEN Learning Centre at Damansara Uptown. Sharmaine has a Diploma in Accounting and has been actively conducting corporate training for the last 4 years. With her diverse and interesting experience, Sharmaine conducts training related to Grooming and Etiquette, Sales and Administrative Skills.

Sharmaine has vast experience in the Accounting and Administrative profession whereby she spent close to 12 years working with companies in the Wholesale Trading, Shipping, Legal, Insurance, Retail, Manufacturing, Restaurant, Constructions, Hotel and Railway Construction industry. She started as an Accounts Assistant and rose to the position of Accounting Manager and Personal Assistant to Director respectively.

Thereafter Sharmaine undertook a drastic change in her career by accepting the role as a Reservations Manager in a 5 Star Hotel in downtown Kuala Lumpur. She worked 3 years in the new challenge; working as part of the with the Front Office, Sales & Marketing, Catering and providing a fantastic experience for all the local and international corporate clients and regular guests at this luxurious 5 star Hotel.

She then joined a hotel supplies company as a Sales Manager supplying to all 4 & 5 Stars Hotel for 1 1/2 years. She had to liaise with all the Directors of F&B, Chief Chef, Chief Steward and lastly decision making to meet with the GM. Organise and participate in yearly exhibition held in Malaysia and Singapore. She also worked briefly in the United States. In 2004, Sharmaine decided to venture out as an entrepreneur doing something that was her passion- jewellery and clothing. She opened a fashion wear boutique and several kiosks in Hotels selling custom made jewellery made from various components including Swarovski crystals. She also gave grooming consultation to customers on what color suits them, what dress code is suitable for what event and teach them on how to mix and match.

Today other than her current business, Sharmaine also conducts Sales, Self Development, Self Image Improvement and Administrative trainings for several MLM companies. She loves to help people to grow by changing their ways of thinking. She enjoys talking to people by giving them consultation on changing their life for the better and overcoming the challenges in life and being positive. Other than in the Klang Valley, she has conducted trainings in Miri, Brunei and Kuching.

Sharmaine is a person who loves to learn, teach and share. Her life experiences have enlightened her to be more interested in people development and she is more than willing to share her learning with everyone.

Clientele

Companies that have attended ATCEN's public workshops

Advance International Freight Sdn Bhd
 Affin Bank Berhad
 Aims Data Centre Sdn Bhd
 Airfoil Services Sdn Bhd
 Ajinomoto (M) Bhd
 Alcan Packaging Malaysia
 Alcatel-Lucent Malaysia Sdn Bhd
 Alliance Banking Group
 Allianz Life Insurance Malaysia Berhad
 ALSTOM Asia Pacific Sdn Bhd
 Amanah Raya Berhad
 AmBank (Malaysia) Berhad
 AmG Insurance Bhd
 AmLife Insurance Berhad
 Amway (M) Sdn Bhd
 Arachem Tech Training Centre
 Autoliv Hirota SRS Sdn Bhd
 Automobiles Peugeot
 AXA Affin General Insurance Bhd
 Axon Solutions Sdn Bhd
 Bank Islam Malaysia Bhd
 Bank Muamalat
 Bank Negara Malaysia
 Bank Rakyat
 Beaufour Ipsen International
 BlueScope Steel (M) Sdn Bhd
 BMW Malaysia Sdn Bhd
 Boustead Petroleum Marketing Sdn Bhd
 Business Information Technology
 Byte Craft Sdn Bhd
 Canon Marketing (M) Sdn Bhd
 Celcom (M) Sdn Bhd
 Central Forwarding Agency Sdn Bhd
 Century Total Logistics Sdn Bhd
 Chemopharm Sdn Bhd
 CIMB Bank Berhad
 CL Computers (M) Sdn Bhd
 CMCM Pemiagaan Sdn Bhd
 CNI Enterprise (M) Sdn Bhd
 Colgate-Palmolive (M) Sdn Bhd
 Computer Systems Advisers (M) Berhad
 Credit Guarantee Corporation (M) Bhd
 CSC Malaysia
 D G Kom Sdn Bhd
 Dagang Net Technologies Sdn Bhd
 Datacom South East Asia (M) Sdn Bhd
 Datacraft Advanced Network Services Sdn Bhd
 Dell Global Business Center Sdn Bhd
 DHL Express (Malaysia) Sdn Bhd
 Dialog Telekom Limited
 Diethelm (M) Sdn Bhd
 DiGi Telecommunications Sdn Bhd
 Dumex (M) Sdn Bhd
 East of Suez Holdings Sdn Bhd
 ECM Libra Investment Bank Berhad
 ECS Pericomp Sdn Bhd
 Edaran Tan Chong Motor Sdn Bhd
 e-Genting Sdn Bhd
 Entellium Technologies Sdn Bhd
 EON Bank Berhad
 EPF Social Security Training Institute (ESSET)
 EPIC-I Sdn Bhd
 EPS Computer Systems Sdn Bhd
 Ericsson Malaysia
 Etiqa Insurance Bhd
 Etiqa Takaful Bhd
 Euratech (Malaysia) Sdn Bhd
 Formis Software Dynamics Sdn Bhd
 Fresenius Medical Care Malaysia Sdn Bhd
 Frontline Technologies Malaysia Sdn Bhd
 FSBM Mantissa (M) Sdn Bhd
 Fuji Xerox Asia Pacific Pte. Ltd
 Fujitsu (Malaysia) Sdn Bhd
 Gagasan Carriers Sdn Bhd
 Gapuma Technologies Sdn Bhd
 Genting Information Knowledge Enterprise Sdn Bhd
 Global Transit Communications Sdn Bhd
 Group Associated (C&L) Sdn Bhd
 Grundfos Pumps Sdn Bhd
 Gucci (Malaysia) Sdn Bhd
 Guinness Anchor Berhad
 HeiTech Padu Bhd
 Hewlett-Packard Sales (M) Sdn Bhd
 Hilton Petaling Jaya
 Honda Malaysia Sdn Bhd
 ICI Paints (Malaysia) Sdn Bhd
 IITC Global Technology Sdn Bhd
 IMU Education Sdn Bhd
 InfoConnect Sdn Bhd
 ING Insurance Bhd
 interTouch (Malaysia) Sdn Bhd
 iPerintis Sdn Bhd
 Islamic Banking and Finance Institute Malaysia Sdn Bhd
 ISS Consulting (M) Sdn Bhd
 IT-365 Malaysia Sdn Bhd
 ITApps Sdn Bhd
 Jabatan Pengangkutan Jalan
 Jabatan Pentadbiran Latihan
 Jebson & Jessen Communication Solutions (M) Sdn Bhd
 Johnson Controls (M) Sdn Bhd
 Kannal Solutions Sdn Bhd
 Keretapi Tanah Melayu Berhad
 Khazanah Nasional Berhad
 Kolej Yayasan UEM
 Kualiti Alam Sdn Bhd
 Kumia Insurance (M) Bhd
 Lafarge Cement Sdn Bhd
 Majlis Amanah Rakyat (MARA)
 Malayan Banking Berhad
 Malayan Cement Industries Sdn Bhd
 Malaysia National Insurance Berhad
 Malaysian Assurance Alliance Berhad
 Maxfame Technologies Sdn Bhd
 Mayban Fortis Holdings Berhad
 Mayban General Assurance Berhad
 MBF Cards (M) Sdn Bhd
 McKinnon & Clarke Sdn Bhd
 MEASAT Satellite Systems Sdn Bhd
 Media Prima Berhad
 MEPS (1997) Sdn Bhd
 Mesiniaga Bhd
 Mexter MSC Sdn Bhd
 Mid Valley City Sdn Bhd
 MISC Berhad
 Mitsui-Soko (M) Sdn Bhd
 MnEBay (M) Sdn Bhd
 MNRB Holdings Berhad
 Modipalm Engineering Sdn Bhd
 MOHR
 Malaysian Life Reinsurance Group Bhd
 Multimedia College
 N2N Connect Berhad
 NCH Corporation (M) Sdn Bhd
 NEC Corporation of Malaysia Sdn Bhd
 Netstar Advanced Systems Sdn Bhd
 OCBC Bank (M) Bhd
 OMD (M) Sdn Bhd
 Optimal Chemicals (M) Sdn Bhd
 Oracle Corporation (M) Sdn Bhd
 P&O Global Technologies Sdn Bhd
 PanGlobal Insurance Berhad
 Paradigm Systems Berhad
 Pembangunan Sumber Manusia Berhad
 Perbadanan Bekalan Air Pulau Pinang
 Pemec Corporation Berhad
 Pharamianga Logistics Sdn Bhd
 Plus Expressways Berhad
 Power Innovations Sdn Bhd
 Premier Lubricants (M) Sdn Bhd
 Prometric Technology Sdn Bhd
 Proton Edar Sdn Bhd
 Prudential Services Asia Sdn Bhd
 Rangkaian Segar Sdn Bhd
 REDtone Telecommunications Sdn Bhd
 Rentwise Sdn Bhd
 RHB Bank Berhad
 Ricoh (Malaysia) Sdn Bhd
 Rohas-Euco Industries Bhd
 SAINS Sdn Bhd
 Samsung Malaysia Electronics (M) Sdn Bhd
 Sapura Research Sdn Bhd
 Sarawak Information Systems Sdn Bhd
 SCAN Associates Berhad
 Scope International (M) Sdn Bhd
 Shangri-La Hotels Marketing Sdn Bhd
 Shell IT International Sdn Bhd
 Shell Malaysia Trading Sdn Bhd
 Signature Manufacturing Sdn Bhd
 Skynet Worldwide (M) Sdn Bhd
 SnT Global Services Sdn Bhd
 Sony BMG Music Entertainment
 Southern Bank Berhad
 Standard Chartered Bank
 Star Publications (Malaysia) Berhad
 Sumiso (M) Sdn Bhd
 Sun Media Corporation Sdn Bhd
 Sunway Holdings Bhd
 Sunway Pyramid Sdn Bhd
 Suruhanjaya Syarikat Malaysia
 Takaful Ikhlas Sdn Bhd
 Taylor's College Sdn Bhd
 Teknikast Sdn Bhd
 Teknik Jana kuasa Sdn Bhd
 Teledirect Telecommerce Sdn Bhd
 Telekom Sales & Services Sdn Bhd
 Telekom Smart School Sdn Bhd
 Telshine Sdn Bhd
 Tenaga Nasional Berhad
 The Media Shoppe Bhd
 The Nielsen Company (Malaysia) Sdn Bhd
 TIME dotCom Bhd
 TM Asia Life (Malaysia) Berhad
 Tokio Marine Insurans (M) Bhd
 TT dotCom Sdn Bhd
 Tyco Fire, Security & Services Sdn Bhd
 UCB Pharma Asia Pacific Sdn Bhd
 UEM Academy Sdn Bhd
 United Overseas Bank (M) Berhad
 University of Malaya
 VADS Berhad
 ViewPoint Research Corporation Sdn Bhd

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**ATCEN Learning Centre, Damansara Perdana,
Petaling Jaya**

TO REGISTER OR FOR MORE INFORMATION:

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