

IMAGE MANAGEMENT WORKSHOPS - A SNAPSHOT OF OUR OFFERINGS

It is a privilege to be a part of your progress. We are sure that no one knows your needs better than you, and hence we would appreciate a stock taking through a simple **Training Need Analysis** Document. If need be, a mystery shopping exercise can be conducted to better identify the needs. Based on the Training Needs Analysis document, the program is customized by putting together various modules in the time available.

ONE DAY FOLLOW UP SESSION

The follow up for the 2 days training program is optional. It is aimed at motivating the participants. Here, learners assess the impact of training and level of application and implementation in their performance areas. During this session, they revisit the modules to further enhance understanding.

CORE MODULES

INTRODUCTION TO IMAGE MANAGEMENT

DURATION: 1 HOUR

This module gives an insight into the concept of image management and ensures total involvement in the program to make it highly participatory. It also makes the participants realise the need for managing their image in order to do their job in a much more effective manner. The 4 As of image: Appropriate, Authentic, Attractive and Affordable are explained as a concept.

COMMUNICATION OF CLOTHES - INTERNATIONAL STYLE SCALE

DURATION: 2 HOURS

Insight into various messages that are communicated according to 4 levels of dressing. Participants understand the difference between different levels of dressing according to international style scale and are also able to relate the message to be given versus clothes to be worn. Detailed style scale and clothing communication according to roles and goals for appropriate dressing. Art of fitting Indian clothes on the international style scale. This part would provide comprehensive solutions for professional women in formal dressing.

MODULE 2: ATTRACTIVE DRESSING AS PER BODY SHAPE

DURATION: 2 HOURS

Understanding the concept of body shape and art of dressing as per the same for attractive appearance. Details of each shape with countering and repeating techniques and more personalised recommendations.

COLOUR CONCEPT AND HIERARCHY

DURATION: 2 HOURS

Insight into the colour concept, messages conveyed by colours, individual colour suitability, etc. The participant will be able to project the right authority and dress in harmony while looking attractive. Importance of wardrobe neutral and accent colours. Colour authority chart. Become a part of the colour scheme with clothes.

CLUSTER CONCEPT FOR VERSATILITY IN CLOTHING & DEMONSTRATIONS

DURATION: 1 HOUR

A brief introduction to building a wardrobe using cluster concept for more variety in clothing across different levels of style scale. Getting more variety and versatility with few pieces of clothing; Cluster demonstration for different occasions and activities.

GENERAL ETIQUETTE

DURATION: 4 HOURS

Most of our actions are judged and assessed whether we are in public or in a limited social circle. Participants will be able to project the right image through their behaviour and be a role model for children, family and colleagues by conducting themselves in the apt manner in all situations. This module covers general etiquette, gender neutral etiquette, gender specific etiquette, mobile phone etiquette, driving etiquette, queitquette, netiquette, etc. Travel etiquette, bathroom/rest room etiquette, waiting area/reception etiquette, party etiquette, etc. are covered in this module.

DINING ETIQUETTE

DURATION: 4 HOURS

People are judged by the way they eat. Earlier this saying was confined only to the elite, however eating out and socialising are important threads in the social fabric, and participants learn to project the right image with appropriate and impressive dining table manners. Participants learn more about seating, table setting, napkin usage, table manners, serving food, passing food, types of menu, etc. Tipping & toasting, buffet manners, eating with hands, wine and food pairing. Table set-up demo, handling cutlery are some of the things learnt in this module.

DINING ETIQUETTE : TUTORIAL LUNCHEON

DURATION: 3 HOURS

A hands-on, practical, fine dining experience.

MAKE-UP FOR WORKING WOMEN

DURATION: 4 HOURS

No one wants to be a plain Jane. Working women should have the proficiency to groom themselves in a subtle manner and project an image in lines with that of the brand or company they represent.. The module aims to ensure the learner is proficient in the right make-up and grooming Demonstration of make-up and hair style with corrective make-up for women to conceal facial variations. Important tips and guidelines for participants.

APPROPRIATE BODY LANGUAGE

DURATION: 3 HOURS

Body language is a highly focused area of communication. Most of the time people are unaware of their gestures and the signals they send across. Projecting right body language helps one create the right impression and the right climate for a serious conversation. This module gives valuable insight into the same and covers para linguistics, kinesics, postures, proxemics, haptics, appearance, Mirroring and reading body language for better understanding, acceptance and success in every interaction.

PROJECT THE RIGHT IMAGE THROUGH ART OF VERBAL & VOCAL COMMUNICATION

DURATION: 4 HOURS

While appropriate appearance and body language form the visual part of any communication in a meeting, vocal communication skills are absolutely irreplaceable. This module helps the participant to be more aware of the subject and enhance his or her personal communication skills through elements of communication, barriers, communication styles & traits, constituents of verbal communication, etc. This module helps improve listening skills and make each participant discover their own communication style through exercises.

ENHANCE YOUR IMAGE THROUGH BETTER PRESENTATION SKILLS

DURATION: 4 HOURS

In this module, the participant learns the much needed techniques for making presentations and to customise the presentation according to the objectives. Understand and avoid common causes of failure, and learn to structure the presentation step-by-step. The why, where, when, who, what and how of a presentation is explained in detail.