



安讯教育与科技有限公司  
Axon Consultancy Sdn Bhd

# Empower Your Professional Presence

## CORPORATE GROOMING PROGRAMME

### TRAINING DETAILS

**Duration : 1 Day**  
**(Customizable Upon Request)**



### Recommended Participants:

Corporate Executives, Sales & Marketing Professionals, Financial and Legal Advisors, Insurance and Property Consultants, Public Speakers, and Academics.



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(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,  
Taman Danau Saujana, 53300 Kuala Lumpur  
jack@axonconsultancy.com | +6012 6159229



## Course Overview:

This dynamic and engaging workshop is designed to elevate participants' professional image, confidence, and interpersonal impact. Through a combination of practical demonstrations, discussions, and activities, participants will learn how to align their personal brand with their organization's identity, present themselves with polish, and communicate with elegance in every professional interaction.



## Course Objective

By the end of this programme, participants will be able to:

- Understand the importance of professional image and grooming in the corporate environment.
- Differentiate between formal and informal workplace standards.
- Apply wardrobe management fundamentals for a polished appearance.
- Present themselves confidently with a strong professional presence.
- Understand corporate styling and makeup essentials.
- Apply principles of business etiquette, protocol, and meal manners.
- Strengthen communication and interpersonal skills for lasting impressions.



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## Training Methodology

This workshop uses a highly engaging and experiential approach that blends knowledge with practice to ensure lasting impact and transformation.

- **Interactive Lectures** – Engaging presentations that connect professional image concepts with real workplace situations.
- **Practical Demonstrations** – Live demonstrations on grooming, styling, and etiquette to illustrate the do's and don'ts of professional presence.
- **Image Analysis & Role Play** – Participants experience hands-on learning through guided image reviews and simulated corporate scenarios.
- **Group Discussions & Case Scenarios** – Sharing insights and analyzing real-world cases to strengthen understanding and teamwork.
- **Personalized Grooming Guidance** – One-on-one feedback and tailored advice to help participants refine their image and elevate confidence.



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## Course Outline:

### Module 1: The Power of Image Management

- Understanding personal and corporate branding alignment
- Conducting a personal image audit
- Projecting professionalism that reflects corporate values
- The psychology of first impressions
- Silent messaging and non-verbal communication cues

### Module 2: Fundamentals of Wardrobe Management

- Dressing to reflect corporate identity
- The dos and don'ts of business attire
- Business dress codes for various professional occasions
- Organizing and maintaining a professional wardrobe

### Module 3: Elevated Style for Men

- Identifying body shape and personal style
- Selecting suits, shirts, and blazers that fit perfectly
- Understanding suit elements: lapels, patterns, pockets, and vents
- Accessory coordination: shoes, socks, belts, ties, and pocket squares
- The art of color harmony in men's corporate attire

### Module 4: Elevated Style for Women

- Understanding body shapes and selecting flattering styles
- Choosing appropriate dresses, blouses, and patterns
- Skirt and jacket length guidelines for professionalism
- Mastering the three-point coordination rule: colors, accessories, and balance
- Dressing to convey confidence, authority, and approachability



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## Course Outline:

### Module 5: The Corporate Image Makeover (Men & Women)

- Daily skincare essentials and personal hygiene practices
- Understanding grooming products and cosmetic basics
- Step-by-step natural corporate makeup
- Professional hairstyles and haircare do's and don'ts
- Fragrance etiquette: when and how much is appropriate

### Module 6: Establishing an Impactful Presence

- Developing poise and posture to exude confidence
- Enhancing body language with purposeful gestures
- The power of facial expression, eye contact, and a genuine smile
- Building approachability and credibility through confident presence

### Module 7: Mastering Business Etiquette & Protocol

- Professional introductions and greetings
- Addressing and interacting with VIPs/VVIPs
- The art of the handshake and business card exchange
- Appropriate dress codes for formal and semi-formal events

### Module 8: Business Meal Etiquette

- Understanding European and American dining styles
- Proper seating arrangements and hosting etiquette
- Table setting awareness and dining conversation etiquette



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## Course Outline:

### Module 9: The Role of the Host

- Welcoming and receiving guests professionally
- Seating arrangements for optimal interaction
- Timing and tact in discussing business during meals

### Module 10: The Role of the Guest

- Ordering etiquette: what, when, and how much to order
- Who pays and when — navigating dining professionalism

### Module 11: Table Manners and Dining Decorum

- Correct use of cutlery, napkin, and glassware
- Appropriate table manners for formal and business settings
- Avoiding common dining faux pas

## Key Takeaway

Participants will walk away with the knowledge, confidence, and refined presence to **represent themselves and their organization with poise, professionalism, and credibility** in every business setting.



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## Trainer Portfolio: Ms Hazel Yap

### HRDC Accredited Trainer | CBIP | OUM | AICI | 4X4 Colour Consultant

With a strong background in image consultancy and corporate experience, Hazel empowers professionals and entrepreneurs to align their personal style with their career aspirations and authentic identity. She specializes in helping individuals develop a polished, consistent image that builds confidence, enhances credibility, and supports long-term success.

A Certified Professional in Brand Image Consultancy (OUM) and Certified 4x4 Color Consultant, she also serves as a Board Member of AICI Malaysia and is an active member of the Association of Image Consultants International (AICI). As an HRD Corp Accredited Trainer and Fitness Trainer, she integrates style, presence, and well-being into her training, ensuring a holistic approach to personal branding and professional growth.

With 18 years of experience as an Account Manager in the FMCG international sector, she combines corporate insight with image expertise to deliver impactful, practical, and transformative learning experiences.



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