

THE 3 PILLARS OF CORPORATE TRAINING

In an era of rapid change, true leadership is defined by Presence with Essence. Our programs move beyond transactional advice to offer deep, heart-centered training that empowers individuals to lead with integrity, grace, and a command that is felt as much as it is seen.



FIRST IMAGE TRAINING
www.firstimage.com.my

Unit 5.01 The Centroz
Jalan OP 1/1, Puchong Jaya
47160 Selangor
MALAYSIA

JosephineLUI, AICI CIM
josephinelui@firstimage.com.my
+6012 330 1426
+603 8080 2626

Pillar 1

REFINING LEADERSHIP AUTHORITY

A reputable Corporate Image is the distinguished representation of its Management Team. Professional Presence reflects the depth of their expertise and competence to influence instant trust and respect.

This coaching is designed to guide high/medium level of management team in aligning their internal values with their external professional impact.

Modules curated goes beyond the surface to refine the nuances of leadership traits through strategic Appearance, Behavior (Business & Social) and Communication (ABC) :

- Acquire and practice the fundamentals of looking Smart & Sharp as the key figure of influence.
- Winning through graceful conduct with decorum for a polished behavior in any situation.
- Speak with Conviction with presentation skills on stage to the boardroom. Thinking on their feet handling objections with poise. Lead with clarity while commanding presence through body and facial language.



CORPORATE READINESS PROGRAM

Equipping High-Potential Talents with Global Soft Skills and Character.

This program focuses on the next generation of leaders. It will bridge the gap between academic success and corporate reality, ensuring new hires represents the organization with maturity and certainty.

Building a foundation of character and soft skills that prepares emerging talent for long-term career progression and institutional representation.

To cultivate the professional composure and social intelligence of complex global business environments, the IITTI modules, (International Soft Skills Training and Testing , Canada) will be trained.



- Showing up Smart & Appropriate dress codes in the corporate arena.
- Transits talents smoothly from the campus to the corporate world with business manners and social conduct
- Building a strong foundation of confidence and professional personality in the way they communicate to peers with respect and integrity to handle their new responsibilities.
- Adopt the "unspoken" rules of verbal and written influence to build good rapport

Pillar 3

CREATING A HARMONIOUS SINCERE TEAM CULTURE

This program aligns the team with the same high-standard organization to establish a Unified Brand Identity based on the Company's Vision, Mission and Values.

Fostering Proactive Goodwill:

We encourage a supportive environment that prioritizes mutual respect and open communication. To ensure every team member feels empowered to contribute toward shared organizational objectives—turning individual strengths into a collective force for sustainable success—our training focuses on these Communications and Conduct pillars:

- Support Inclusivity: Treat everyone as equal to build a culture of belonging.
- Promote Collaboration: Align all efforts toward the common organizational goal.
- Transform Envy into Inspiration: Shift the mindset from resentment to healthy competition and mutual growth.
- Master Delivery: Choose the right word, the right tone, and the right time to speak.
- Practice Active Listening: Move away from passive hearing
- The Gold Standard of Respect: Speak to and treat others exactly as you wish to be treated.
- Seek First to Understand, Then to Be Understood: Prioritize empathy to reduce friction and clarify intent. Begin with the End in Mind: Focus on the desired outcome to work in Synergy creating Win-Win situations for everyone.



The international authority in Image Consulting is the Executive Director & Global Image Master of **FIRST IMAGE TRAINING** in Malaysia.

With 25 years of corporate experience, including Chanel Paris, and 19 years in image teaching, she's a globally recognized speaker and educator.

Her expertise has been shared at conferences globally, with notable presentations in Asia, the United States, South America, and Canada She

received the Excellence Award of AICI in Washington in 2015 and one of 20 AICI Global Image Masters since 2023 in Punta Cana, SA. Her co-authored Fabric Book for Image Consulting is highly regarded.

A prolific mentor of Image Consultants, known for her CEU'd International Image Certification and notable courses, Josephine LUI exemplifies excellence, serving as a beacon to others.



**THE GLOBAL IMAGE MASTER
JOSEPHINE LUI, AICI CIM**

Google Business Page:

<https://maps.app.goo.gl/2yQM9jHwzNWXQR1AA>

