

# THE GLOBAL IMAGE MASTER

## JOSEPHINE LUI, AICI CIM

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.





*Executive Summary  
Learning Outcomes*

## PROGRAM OVERVIEW:

### THE CORPORATE READINESS ACCELERATOR

**BRIDGE THE GAP BETWEEN GRADUATION AND PROFESSIONAL EXCELLENCE.**

TRANSITIONING FROM THE CAMPUS TO THE BOARDROOM REQUIRES MORE THAN JUST ACADEMIC KNOWLEDGE; IT DEMANDS A MASTERY OF THE "UNSPOKEN" RULES OF THE CORPORATE WORLD. THIS PROGRAM—ANCHORED IN THE GLOBAL IITTI LEVEL 1 STANDARDS

— IS A HIGH-IMPACT, SCALABLE TRAINING DESIGNED TO EQUIP GRADUATES WITH THE ABC ESSENTIALS: APPEARANCE, BEHAVIOR, AND COMMUNICATION. BY REFINING THEIR PROFESSIONAL PRESENCE AND INTERPERSONAL AGILITY, STUDENTS TRANSFORM FROM "APPLICANTS" INTO "ASSETS," ENSURING THEY ENTER THEIR CAREERS WITH THE CONFIDENCE TO LEAD AND THE ETIQUETTE TO SUCCEED.

### CORE LEARNING OUTCOMES:

BY THE END OF THIS PROGRAM, PARTICIPANTS WILL BE ABLE TO:

- PROJECT PROFESSIONALISM: MASTER THE NUANCES OF BUSINESS ATTIRE AND GROOMING TO CREATE A POWERFUL FIRST IMPRESSION.
- NAVIGATE CORPORATE PROTOCOL: EXECUTE BUSINESS ETIQUETTE, FROM BOARDROOM NETWORKING TO HIERARCHICAL SOCIAL DYNAMICS, WITH POISE.
- COMMUNICATE WITH IMPACT: UTILIZE ACTIVE LISTENING, POSITIVE LINGUISTICS, AND BODY LANGUAGE TO BUILD TRUST AND INFLUENCE.
- DEMONSTRATE WORKPLACE INTEGRITY: APPLY ETHICAL BEHAVIOR AND PROFESSIONAL STANDARDS TO FOSTER LONG-TERM CAREER GROWTH.
- OPTIMIZE PERFORMANCE (ADVANCED): APPLY CRITICAL THINKING AND LEADERSHIP TRAITS TO MEET COMPANY KPI AND BUILD A DISTINCT PERSONAL BRAND.

# PROGRAM OVERVIEW: THE ABCS OF CORPORATE SUCCESS



## MODULES 1

### APPEARANCE (VISUAL CREDIBILITY)

- PROFESSIONAL ATTIRE: DEFINING BUSINESS STANDARDS FOR MEN AND WOMEN.
- THE 5 ELEMENTS OF DRESS: COLOR, FIT, QUALITY, PHYSIQUE, AND ENSEMBLE.
- FORMALITY LEVELS: NAVIGATING FORMAL, SEMI-BUSINESS, AND INFORMAL SETTINGS.
- STRATEGIC ACCESSORIES: SELECTING APPROPRIATE PROFESSIONAL ACCENTS.
- CORPORATE BRANDING: UTILIZING BRAND COLORS, STYLES, AND BUSINESS-APPROPRIATE PATTERNS.
- GROOMING EXCELLENCE: MAINTAINING PERSONAL HYGIENE AND PROFESSIONAL PRESENCE.

## MODULES 2

### BEHAVIOR (CONDUCT & ETIQUETTE)

- MEETING ESSENTIALS: MASTERING HANDSHAKES, BUSINESS CARDS, AND INTRODUCTIONS.
- BOARDROOM PROTOCOL: PROFESSIONAL CONDUCT DURING FORMAL MEETINGS.
- STRATEGIC NETWORKING: NAVIGATING SOCIAL-BUSINESS INTERACTIONS WITH EASE.
- HIERARCHY & STATUS: UNDERSTANDING CORPORATE RANKINGS AND INTERNAL PROTOCOLS.
- ETHICS & INTEGRITY: BUILDING PEER TRUST THROUGH PROFESSIONAL CHARACTER.
- SOCIAL GRACE: AVOIDING COMMON FAUX PAS IN DINING AND SOCIAL ETIQUETTE.

## MODULES 3

### COMMUNICATION (INTERPERSONAL IMPACT)

- NON-VERBAL MASTERY: USING BODY LANGUAGE AND EYE CONTACT TO PROJECT CONFIDENCE.
- THE POWER OF DICTATION: LEVERAGING POSITIVE LANGUAGE TO BUILD RELIABILITY.
- STATUS ALIGNMENT: AVOIDING LANGUAGE THAT UNDERMINES AUTHORITY OR PROJECTS ARROGANCE.
- DIGITAL ETIQUETTE: PROFESSIONAL TONE FOR TELEPHONE, EMAIL, AND VIRTUAL PLATFORMS.
- ACTIVE LISTENING: TECHNIQUES FOR CLARITY, PRESENCE, AND CONFIRMATION.
- INTERVIEW MASTERY: POSITIONING YOURSELF AS THE "CANDIDATE OF CHOICE."

# HALF DAY PRESENTATION OR ONE DAY TRAINING

- PERFORMANCE EXCELLENCE: ALIGNING PERSONAL SKILLS WITH COMPANY KPI.
- THE 11 LEADERSHIP TRAITS: TRANSITIONING FROM "GOOD" TO "GREAT."
- IDENTITY DRIVERS: THE 9 CRUCIAL CRITERIA THAT DEFINE YOUR PROFESSIONAL BRAND.
- ADVANCED SOFT SKILLS: MASTERING THE "UNSPOKEN" RULES OF VERBAL AND WRITTEN INFLUENCE.
- FIRST & LASTING IMPRESSIONS: TECHNIQUES FOR SMART DRESSING AND BEHAVIORAL CONSISTENCY.
- LIKABILITY FACTOR: DISTINGUISHING CHARACTER FROM PERSONALITY TO BUILD RAPPORT.
- CRITICAL THINKING & AGILITY: HANDLING OBJECTIONS AND HIGH-PRESSURE SITUATIONS WITH POISE.

# ADVANCED LEVEL (LEADERSHIP & BRAND IDENTITY)





# EXPERTISE

CORPORATE MASTER TRAINER.....

PUBLIC SPEAKER

PUBLIC RELATIONS/PRODUCT PRESENTER

INTERNATIONAL IMAGE CERTIFICATION PRINCIPAL &  
CHIEF TRAINER

INTENSIVE SIGNATURE IMAGE COURSES

PUBLIC IMAGE WORKSHOP LEAD COACH

PRIVATE PROFESSIONAL PRESENCE CONSULTING

PROCTOR OF IITI SOFT SKILLS TRAINING & TESTING  
(CANADA CERTIFICATION)

# CONTACT

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