



Seminars and Conventions

supplement



Vital to have the right image

WHAT'S there in a person's appearance and behaviour? Plenty, according to Dolly Kee, Director and Primary Consultant of Image Power, a local image consultancy.

In fact, it is from observing the mannerisms and outlook of a person that allows us to formulate an impression of a person - more so for a stranger - that confirms the adage that first impressions, and beyond, do count.

It is for this reason that Kee believes that people should not neglect these aspects in their professional career.

A professional image projects professionalism, said Kee.

"In any professional situation, it is important to appear competent and in control," she added.

Kee feels that most people who practice behaviours detrimental to their professional career growth do so because they are either not aware of how their actions are seen by others, or are simply indifferent.

However, Kee feels that with an open and receptive mind, many still stand to learn new behaviours that can help them in their careers.

"Never underestimate the power of a professional corporate makeover," she said.

Kee also believes that any-



Put your fine dining skills to the test at Kee's workshops on fine dining etiquette.

one can stand to benefit from professional image services, even those in top management, of which she has had experience with in previous sessions.

"Sharpening your level of awareness can be priceless in an international business situation," she explained.

Kee currently conducts regular image seminars at Carcosa Seri Negara.

Among her upcoming programmes are: "Professionalism - Your Key to Success" (April 12), which focuses on professional etiquette, grooming and fine dining skills; "An Exclusive Image Power Ex-

perience with Ms. Dolly Kee" (April 13), a two-hour overview session into what professional imaging is all about; "The Executive Secretary", a workshop to increase the executive secretary's effectiveness as a personal assistant; "Total Corporate Makeover" (June 15), with insights on how

to develop personal power, trust, professional credibility and more; and "Imaging the CEOs of Tomorrow", a highly personalised coaching session for up to 10 CEOs conducted by four professional facilitators.

Kee also provides in-house workshops for corporate

clients, which can be tailored from a list of available modules on topics such as Developing Your Personal Self-Image, Professional Presentation Skills and Business Etiquette & Protocol.

Among the various feedbacks that Kee has received from participants is: "Dolly's interactive skills are excellent. She clearly practises what she preaches"; "On a scale of 1-Poor to 5-Excellent, you were rated 4.3 for Overall Content and 4.5 for Delivery"; and "I have gained the awareness of the importance of having self-confidence in shaping your own destiny. Highly recommended for all staff".

Before establishing Image Power in October 1993, Kee was the Marketing Manager of Thomas Cook Travellers Cheques for Malaysia and Brunei.

Kee's experience in the professional corporate arena and personal interest in professional imaging have enabled her to successfully provide professional image consulting services for over eight years.

Kee's list of clientele includes well-known corporations such as Arthur Anderson, Citibank, Sime Darby, Telekom Malaysia and Intel.

To find out more, call Kee at 03-7960 1568, e-mail dollykee@pd.jaring.my or logon to www.imagepower.com.my