

ACEPRO™

ACEPRO™ is an Image Development Programme for corporate personnel.

This programme is developed on the conviction that every employee of a company, from despatch clerk to top executive, is an ambassador of the company, therefore, represents the image of the company.

ACEPRO™ helps to develop every participant into an **ACE**, and helps the participant to serve his/her company with **ACE** performance.

ACE means:

- As a Noun ➤ expert, winner, champion
- As an Adjective ➤ top quality, high standard, world class

ACEPRO™ helps the programme participants to understand that Image Development is an art :

The Art of Creating The Right Perception

CREATING THE RIGHT PERCEPTION

The way we look, speak and behave influences people to create a certain perception of us.

The right perception will influence people towards us, and help to deliver results that are favourable to us. On the other hand, the wrong perception will influence people away from us, and bring us results that are unfavourable.

The ability to create the right or wrong perception is in our hands. If people have a good perception of us, it is because we have made it happen. Likewise, if people have a poor perception of us, it is also because we have made it happen.

People evaluate us in this order:

1. How we look **A**pppearance
2. How we speak **C**ommunication
3. How we behave **E**tiquette

Creating the right perception helps to persuade and motivate people

- To accept our ideas, products, leadership, etc
- To give us help, support, guidance, etc
- To work with us in team spirit, synergy, solidarity, etc

Everything that we do, or not do, sends out a signal to people. People pick up this signal, use their brains to analyse and interpret the data, and then form certain perceptions of us.

Different people have different systems of analysing and interpreting data, therefore, it is crucial that we send the right signals to the right people.

Image is something that is accorded to us by people around us. Image is not something that we manufacture and push to the public.

Creating the right perception helps to influence people to “award” us with the image that we desire. Creating the right perception helps us to earn the image that we deserve.

ACEPRO™ helps the programme participants to create the right perception by responding to how people evaluate us:

1. The way we look **A**ppearance
2. The way we speak **C**ommunication
3. The way we behave **E**tiquette

ACEPRO™ comprises three components called ACE :

<u>A</u>	<u>A</u> PPPEARANCE
<u>C</u>	<u>C</u> OMMUNICATION
<u>E</u>	<u>E</u> TIQUETTE

The **ACE** components comprise the following modules:

<u>A</u>PPPEARANCE	<u>C</u>OMMUNICATION	<u>E</u>TIQUETTE
<p>Dress Sense</p> <ul style="list-style-type: none"> • Wardrobe selection • Fabric, cut & design • Colour coordination • Accessories <p>Looking Good</p> <ul style="list-style-type: none"> • Face shape-up • Skin management • Hair management • Dental care • Manicure & pedicure <p>Deportment</p> <ul style="list-style-type: none"> • Poise • Posture • Gait <p>Health From Within</p> <ul style="list-style-type: none"> • Diet therapy • Detoxification • Meditation • Energy reactivation 	<p>Oral Communication</p> <ul style="list-style-type: none"> • Public speaking skill • Emcee skill • Presentation skill • Negotiation skill • Body language <p>Written Communication</p> <ul style="list-style-type: none"> • Reader-friendly writing skill • Letter-writing skill • Writing skill in Modern Business Documents <p>English Language</p> <ul style="list-style-type: none"> • Language proficiency • English as a second language 	<p>Social Etiquette</p> <ul style="list-style-type: none"> • Greeting & introducing people • Tact & diplomacy • Table manners • Mannerisms • Conduct of a host • Conduct of a guest <p>Business Etiquette</p> <ul style="list-style-type: none"> • Telephone courtesies • Email courtesies • Relationship with superiors, subordinates and peers • Harmony in the workplace • Gossips & conflicts <p>Work Ethic</p> <ul style="list-style-type: none"> • Values & virtues • > 100% commitment • Hands-on style • Service & satisfaction

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ACEPRO™ helps the participant to serve his/her company with **ACE** performance – top quality, high standard, world class performance.