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Vital to have a healthy professional corporate image

MANY people are not aware of what makes up a healthy professional corporate image these days.

While having a professional outlook and appearance is important, a person's mannerisms, behaviour and personality are just as vital, according to professional image consultant Dolly Kee.

"You may have good health, fitness and beauty, but do you have the style, image and finesse to complete the overall image of a total person?" challenged Kee, who is Director and Primary Consultant of Image Power, a local image consulting agency.

It is this aspect of "personality management" that people should not neglect when it comes to projecting professionalism, added Kee.

In her highly animated and interactive workshops, Kee brings to mind how our dressing, grooming and behaviour at work can affect not only the individual's career outlook, but also how

outsiders perceive professional culture within the corporation.

"This image is very valuable in the corporate world," said Kee.

"Impressions generate credibility and trust," she added.

For example, she said, if a client does not trust a particular business, it would be unlikely that the client would approach them for business opportunities.

"You cannot force trust, but you can command respect," she said.

Respect, said Kee, that comes from the image one portrays, which can translate to trust in time.

Even having a credible image among co-workers is important within the working environment.

Kee gives the example of a manager and his subordinates.

"A manager is as good as the pillars which support him. If the pillars are not strong, he will fall," Kee

added.

While highly informative and eye-opening, Kee recommends participants of her workshops come with an receptive and open mind.

The workshops and seminars Kee presents for corporations can be customised from a list of available modules, ranging from topics such as Developing Your Personal Self-Image to Business & Social Etiquette.

She also presents regular sessions of her highly personalised eight-person workshops for individuals at Carcosa Seri Negara.

Kee is also presenting a CEO programme entitled "Imaging the CEOs of tomorrow" on May 14 and 15.

Another session in the works, due to be held in May or June, is her Image Power Conference.

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



A very animated session of one of Kee's (right) professional image building seminars. Incidentally, this session was held for The Star staff.

Her experience in the professional corporate arena, coupled with her academic experience (Kee holds an Honours Degree in Business Administration from University Malaya) and personal interest in professional imaging, have enabled her to

provide professional image consulting services for over eight years.

Her expertise over the years with clientele such as Arthur Anderson, Citibank, Motorola, Public Bank and Shell has earned her the professional recognition to pro-

vide consulting services for all levels of the corporate organisation.

For more information, call Kee at 03-7960 1568 or e-mail dollykee@pd.jaring.my

You can also visit the Image Power website at www.imagepower.com.my