



CORPORATE GROOMING AND BUSINESS ETIQUETTE

In today's competitive and highly visible business environment, professional image and etiquette are no longer optional—they are essential. Whether engaging with clients, collaborating with colleagues, or representing the organization, how individuals present themselves directly influences credibility, trust, and opportunities for growth. This program is designed to help professionals elevate their presence with confidence, consistency, and impact. Participants will build a strong professional image aligned with corporate expectations, apply business etiquette effectively across workplace and client-facing situations, and communicate with confidence through both verbal and non-verbal presence. They will also develop practical skills in grooming, personal branding, and social etiquette to strengthen professional relationships and enhance their overall impact in the workplace.

Learning Outcomes

- Evaluate their professional image to create a positive and lasting first impression.
- Apply appropriate grooming standards and professional styling.
- Demonstrate professional business etiquette in workplace
- Apply effective verbal and non-verbal communication techniques to project confidence and professionalism across different situations.
- Demonstrate appropriate social and dining etiquette to represent themselves and their organization professionally in business settings.
- Develop and present a consistent personal brand that enhances their professional presence and career impact.



Trainer
Dr. Jenny Cha

Dr. Jenny Cha is a bilingual corporate trainer (Bahasa Malaysia & English) with over 24 years of experience in corporate travel, events, and hospitality. A University of Malaya graduate and holder of a Doctor of Business Administration (DBA) in Leadership, Hospitality and Service Excellence, she is known for her engaging, practical, and hands-on facilitation style that makes learning impactful and relatable. She has designed and delivered customised programmes in professional image, business etiquette, communication, customer service, sales, and leadership for organisations such as Great Eastern Life, Sime Darby Oil, IOI Property, OCBC Bank, DKSH, UCSI University, Cuckoo, EduCity, Dome Café, Super Saigon, Aramex Malaysia, MCMC, Bandar Utama, and hotels including Ibis KLCC, Attana, and Crockfords Hotel, Resorts World Genting. Certified in Image Consulting, LEAP, Communication, NLP, and DISC, Dr. Jenny is passionate about helping individuals and organisations grow with confidence, credibility, and excellence. With strong sales acumen, she once turned around a travel brand from zero sales to RM15 million in its first year, demonstrating her ability to translate strategy into real business results.

→ Modules

Module 1: Building Professional Image & First Impressions

Module 2: Corporate Grooming Standards & Personal Styling

Module 3: Business Etiquette Fundamentals

Module 4: Communication Etiquette & Professional Presence

Module 5: Social & Dining Etiquette for Business Settings

Module 6: Personal Branding & Professional Impact

BOOK IN A QUICK CALL

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www.knowledge-evo.com

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1. Overview:

In today's fast-evolving hospitality and service landscape, leaders are expected to go beyond operational excellence and demonstrate the ability to inspire, influence, and lead high-performing teams consistently. The Leading for Excellence, Action & Performance (LEAP) Program is designed to equip leaders with the mindset, skills, and behaviours required to drive service excellence, strengthen team performance, and deliver exceptional guest experiences aligned with organizational' s standards. Leading for Excellence, Action & Performance (LEAP) is a workshop that reveals how to lead and manage others through self-motivation, understanding what motivates others and coaching them for higher performance.

2. Learning Outcomes:

Upon completion of this one-day training program, participants will be able to:

- Evaluate their professional image to create a positive and lasting first impression.
- Apply appropriate grooming standards and professional styling.
- Demonstrate professional business etiquette in workplace
- Apply effective verbal and non-verbal communication techniques to project confidence and professionalism across different situations.
- Demonstrate appropriate social and dining etiquette to represent themselves and their organization professionally in business settings.
- Develop and present a consistent personal brand that enhances their professional presence and career impact.

3. Target Audience:

- Frontliner Staff, Customer Service and Sales Support Team

4. Location:

- Petaling Jaya, Selangor

5. Course Outline:

DAY ONE

9:00am – 10:30am

Module 1: Building Professional Image & First Impressions

- The Psychology of First Impressions (7 seconds rule)
- Elements of Professional Image (appearance, behaviour, communication)
- Personal Image Positioning in the Workplace
- Activity: Grooming & First Impression Audit

10:30am – 11:00am Coffee Break

11:00am – 1:00pm

Module 2: Corporate Grooming Standards & Personal Styling

- Grooming Essentials (hair, hygiene, skincare, makeup basics)
- Professional Dress Code (formal, business casual, industry expectations)
- Colour, Fit & Style for Professional Impact
- Activity: Dress for Success Simulation

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5.00pm

Module 3: Business Etiquette Fundamentals

- Workplace Etiquette & Professional Conduct
- Greetings, Introductions & Small Talk Skills
- Cultural Sensitivity & Respect in Diverse Workplaces
- Activity: Professional Interaction Role-Play

DAY TWO

9:00am – 10:30am

Module 4: Communication Etiquette & Professional Presence

- Verbal Communication: Tone, Clarity & Professional Language
- Non-Verbal Communication: Posture, Eye Contact & Facial Expression
- Phone & Email Etiquette in Business Communication
- Activity: Confident Communication Drill

10:30am – 11:00am Coffee Break

11:00am – 1:00pm

Module 5: Social & Dining Etiquette for Business Settings

- Business Networking Etiquette
- Dining Etiquette (table manners, hosting, guest behavior)
- Do's & Don'ts in Social Business Events
- Activity: Dining Etiquette Simulation

1:00pm – 2:00pm Lunch Break

2:00pm – 3.30pm

Module 5: Social & Dining Etiquette for Business Settings

- Do's & Don'ts in Social Business Events
- Activity: Dining Etiquette Simulation

3:30pm – 4:00pm Coffee Breaks

4:00pm – 5.00pm

Module 6: Personal Branding & Professional Impact

- Understanding Personal Branding at Work
- Aligning Image, Behavior & Communication
- Building a Consistent Professional Presence
- Activity: My Personal Brand Map

6. Certificate:

- Participants will be issued a Certificate of Attendance/Accomplishment upon successful completion of this training program

7. Registration Method:

- Online: <https://knowledge-evo.com/index.php/events2/>
- Contact our office: +6019 572 0449 or Email: enquiry@knowledge-evo.com

8. Course Fee & HRD Corp Claimable:

- RM1800 per pax (inclusive of 8% SST)
- HRD Corp Claimable - Yes
- 5% Group discount is available - min 3 pax.

9. Training Date:

- 10 & 11 June 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 10 & 11 July 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)
- 7 & 8 August 2026 (9am - 5pm with 2 Coffee Breaks and 1 Lunch included)

REGISTRATION FORM

Program Name			
Company Name			
Address:			
Tel & Extension No (if any):		Email:	
Participant Name #1			
Designation:		Email:	
Participant Name #2			
Designation:		Email:	
Participant Name #3			
Designation:		Email:	

The JD14 Form/ Invoice should be directed to Mr/ Ms (Dept):

Name of Authorizing Manager:			
Tel & Extension No (if any):		Email:	
Designation:		Department:	
Signature:		Company Stamp:	

Please make your cheque payable to: Knowledge Evolution Sdn Bhd | MAYBANK 5123-5231-7482

*Please indicate the invoice number in the reference section for online transfers and send the bank in slip receipt to WhatsApps +6019 572 0449 or email: enquiry@knowledge-evo.com

NOTE:

1. Date & venue of seminar subject to change.
2. Payment must be made 14 days before the training date.
3. Registration cancelled 14 days prior to the event is subject to RM100 service charge per participant.
4. No refunds for notice received less than 14 days prior to the event. A substitution may be made at any time at no extra charge.
5. Program content may change subject to revision by our consultants from time to time.
6. Full fee is required with your registration. 5% Group discount is available - min 3 pax.