



19th Floor, Philippine AXA Life Centre,  
Sen. Gil J. Puyat Avenue cor. Tindalo St.,  
Makati City, 1200 Metro Manila, Philippines  
P: (+632) 845.1324 • (+632) 759.6680  
F: (+632) 845.1395 • (+632) 759.6690

---

## **Workshop Series on Professional Image Enhancement**

### **Workshop 1: Becoming your own Brand Ambassador (1day)**

#### **Topic Outline:**

- 1. Introduction to Workshop Series**
- 2. Overview of Personal Branding**
- 3. Know Yourself: How do you see yourself versus How others see you**
- 4. The Power behind brand YOU**
- 5. How to develop brand YOU**

### **Workshop 2: Power Communication: Becoming an Attractive Brand (1day)**

#### **Topic Outline:**

- 1. Bringing positivity in your attitude and outlook in life**
- 2. Projecting your Character and Courtesy**
- 3. Communication: A two-way traffic**
- 4. The Communication Etiquette**

### **Workshop 3: Power Business Etiquette: Becoming a Memorable Brand (1day)**

#### **Topic Outline:**

- 1. Power dressing; poise; and posture**
- 2. Dining etiquette**
- 3. Civility in the workplace**
- 4. Introductions and Interactions**
- 5. Rules of the road to accomplishing successful meetings**