

Madras Management Association – Konrad Adenauer Stiftung

Presents One Day workshop

**“THE NEW YOU”**  
**Image Management and Personality**  
**Transformation For Women**  
**Professionals**

**Day & Date**

**Friday, 19<sup>th</sup> January 2018**

**Timing**

**10.00 am to 5.00 pm**

**Facilitator**

**Ms Kajal Lalwani**  
**Image Consultant**

**Venue**

**Madras Management Association**  
**21/11, 3rd Cross Street, Seethammal Extn, Teynampet, Chennai – 18**

**Overview:**

Projecting a winning image to create a powerful first impression is the key to success in personal, professional and social life. After all, everyone wants to be successful in life, but success is heavily dependent on how effectively you present yourself and the image you create among others. The fact is that a person's image is a combination of several factors and an image consultant can help you project a winning personality in all aspects - leading to an extremely successful career and a happy life. This unique Image Consultancy workshop designed exclusively for women will help you become your own Fashion Stylist and Transform your Personality.

The workshop provides a comprehensive framework of managing your Image and includes the overall image management. The workshop will cover various vital practical ways to help you present yourself at your best and reach your personal and professional goals confidently – because when you look good, you

feel good. When you feel good, you act good, and when you act good people react good. Hence creating a positive IMAGE CYCLE.

## Workshop Content:



### I. Guided Self Evaluation and Recommendations

Decoding fashion for different body shapes  
Face shape evaluation and recommendations

Hairstyle and accessories as per face shape  
Personal color evaluation and recommendations



### II. Quick Fixes

How to look taller  
How to look slimmer

How to look shorter  
How to wear patterns

### III. Do it Yourself

Creative dressing- from basic to trendy

Applying smart shopping tips to become a smart shopper

Clustering to create multiple outfits with lesser pieces of garments

Accessorizing - Adding interest with accessories

Mix and match outfits by understanding the Arts and Science of clothing.



## **Training Methodology**

Role plays, case studies, team activities & appraisals  
Actual demonstrations of concepts discussed .

The workshop is set in a semi-formal conversational setting with use of interactive questionnaires, role-plays and few Power Point slides, where every leader experiences

individual coaching methodologies. Audio-visuals and recordings could be used sparingly.

### **For Whom:**

Heads of Department, Managers, Marketing and Sales Executives, Teachers, Faculty members, Doctors, Lawyers, and other professionals besides women students from all functional areas. Anybody who is fast-tracking the career ladder and needs an image and personality transformation to keep up to reflect their role.

Many women doubt they can be successful, whether because of their own skills or image and self-confidence. Investing in coaching and personality transformation will be helpful to such candidates to find where they are doing well and where they need to improve.

### **Key Takeaways**

The ideal outfit no matter what the occasion.  
Clothes that look and (more importantly) FEEL great.  
A coordinated wardrobe for maximum usage  
Dress with confidence whatever the occasion.

The awareness and ability to lead change  
The ability to see the linkages between personal development and career growth  
Develop the know-how to elevate your personality two levels higher

### **Facilitator Profile:**



**Ms Kajal Lalwani** is the Founder, Director of K3 Business Consulting Institute and has extensive experience in Personality Makeover, Style and Corporate Image Consultancy. She consults people of all ages, stages and backgrounds to present themselves at their very best. Kajal is one of the leading Image consultants for Celebrities and Corporates and advises clients how to develop their own style that works perfectly for their lifestyle. She is a qualified Image Consultant and fully trained in women's, men's and corporate image by ICBI, USA the recognised global leader in the image industry and certified soft skills trainer from Scottish Qualification Authority (SQA) Scotland. .

Kajal has worked with Forbes 100 corporates, celebrities, education institutions across diverse sectors, including, Banking, IT, Manufacturing, Real Estate, Automotive and many more. As a member of FICCI- Women's Wing, she is currently focusing on helping women to advance into leadership roles and scale up the corporate ladder.

#### **Fee Details:**

Special discounted fee for MMA members – **Rs.1,800/- per participant (Inclusive of GST 18%)**

**Participation fee – Rs.2,500/- + GST 18% per participant**

The fee includes Workshop Kit and Lunch.

The cheque/DD to be drawn in favour of **“Madras Management Association” payable** at Chennai.

Prior registration is necessary. The fee once paid will not be refunded; change in nomination from same organization will be permitted.

For Registration kindly send us participants **Name, Designation, Organisation, Contact No and Email id.**

Look forward to the pleasure of receiving your nominations at the earliest.

Thanks & Regards

**Gp Capt R Vijayakumar, VSM**

**Executive Director**

**Madras Management Association**

**21/11 3rd Cross Street**

**Seethammal Extension**

**Teynampet**

**Chennai – 600 018.**

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