



SUPERSTYLE

EXECUTIVE PRESENCE TRAINING



“Most people overvalue what they are not and undervalue what they are”

Michael Forbes, Forbes Magazine

ABOUT SUPERSTYLE ASIA

SuperStyle Asia was founded as a Personal Development & Etiquette consultancy in Hong Kong by internationally acclaimed musician, Kate Targett-Adams, in order to help others both feel and project the confidence, presence and style that she gained through her Oxford education and her extensive experience as an on stage artiste and emcee across Asia.

With a team of internationally qualified instructors, able to facilitate in English, Cantonese and Mandarin, the company provides modern day, science-backed solutions for both individuals and corporations based on 3 pillars of Communication, Image and Character. Equipped with the right skills, everyone can learn how to enhance their own professional presence and executive power.



COURSE CONTENTS

- ~ All coaching is tailor-made to suit the goals and culture of the company and individuals
- ~ Any elements can be mixed and matched
- ~ Workshops can range from half day to 2 day courses



COMMUNICATION

- 1) **Executive Presence:** convey charisma, gravitas & professional presence in the workplace
- 2) **Confident Communication:** enhance written, verbal & non-verbal body language
- 3) **Public Speaking:** excel at presentations PPTs whilst talking with personality & ease
- 4) **Networking Nuance:** advance preparation, elevator pitch, first impressions, make lasting impact

IMAGE

- 1) **Social Media Training:** curate an executive presence online across all the media platforms
- 2) **Media Skills Training:** handle press & TV interviews, video recordings & analysis on the day
- 3) **Your Professional Profile:** master dress-code at the office, at client dinners, on casual Friday
- 4) **Gorgeously Groomed** - top tips for managing hair, make-up, body type & colour palette

CHARACTER

- 1) **Personal Power:** project strengths in order to boost productivity, charisma & confidence
- 2) **Keep Calm & Carry On:** straightforward techniques for maintaining calm & poise under pressure
- 3) **Feedback Finesse:** methodology and practice for creating a culture of feedback to feed forward
- 4) **A Picture Speaks 1000 Words** - learn to pose for photographs in order to communicate authentic self with character. The session includes a professional photographer to take Linked In head shots and professional body shots.



TESTIMONIALS

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"We had the pleasure to engage SuperStyle Asia for the two Personal Image Workshops. The professional image we all wish to portray goes far beyond just grooming to etiquette, but how we want to be perceived by others; SuperStyle was able to creatively-structured the course to tailor for our corporate needs. The workshop was interactive, fun and practical, and all the attendees really enjoyed it"

Dorothy Chan
Fixed Income and Credit Application Specialist
Bloomberg LP



"We were delighted with the event, which was well organized, keeping our participants engaged and interested throughout. Everyone left with a sense of achievement, which created a very positive and lasting impression. Thank you for your professionalism and creativity - we will definitely recommend your services."

Sharon Kok, Head of Operations Asia,
Tommy Hilfiger



"SuperStyle's concept and personal touch left a lasting impression on our customer, Pandora Jewellery Store-Managers-team. We see the changes that were ignited in the way people carry themselves. The team is more powerful and each person is more confident on an individual level.

Bart de Wit, Executive Director, Multi Target Coaching,



"SuperStyle Asia gave an excellent workshop on personal branding: a very engaging and interactive style, with some really substantive takeaway content and advice. Lots of positive feedback."

Andrew Seaton, Executive Director,
British Chamber of Commerce in Hong Kong



SUPERSTYLE FACILITATORS



Kate Targett-Adams (Eng/Spanish/German/Conversational Mandarin)

Scottish-born and with a Masters from Oxford University, Katie has performed as a world renowned singer and harpist for the British Royal Family in both the UK and Asia. As an acclaimed Emcee Katie speaks a variety of languages, and has been studying body language science, communication, posture and movement for over 10 years allowing her to passionately expand SuperStyle across Asia.



Lorey Chan (Cantonese, Mandarin/Conversational English)

Specializing in the field of Human Resources and Organizational Development, Lorey has facilitated many management team building events including for Hong Kong Polytechnic University, AIA and BNI Hong Kong etc. Lorey is an International Project Management Association Trained Professional having studied with the IPMA in the United Kingdom and a confident presenter. Together with Kate, Lorey has trained over 1000 staff at Wynn Palace Macau.



Christine Zhou (Cantonese, Mandarin, English)

Born in Shanghai, Christine is a qualified member of the International Federation of Image Consultants UK, The Chartered Quality Institute UK and a Certified Human Colour Analyst USA. Christine has specialized in Hong Kong for over 5 years helping professionals to understand the importance of grooming as a personal stylist, shopper and colour analyst.

TRAINING BENEFITS SuperStyle Asia assists staff to:

- Become confident and polite Brand Ambassadors
- Understand the luxury customer mentality and lifestyle
- Develop soft skills in order to make the right first impression
- Manage challenging situations with poise, calm and grace
- Project personality and charisma to build customer loyalty
- Increase productivity and effectiveness as individuals and a team



COACHING CLIENTS INCLUDE:



BLACKROCK



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SUPERSTYLE ASIA IN ACTION



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