

Ref: SSA/048/18/EML

11 April 2018

To: All YEG Members



## SSA YEG EDUCATIONAL TALK

Fees (incl of GST):  
2 x Complimentary tickets per SSA Member Company  
Subsequent representatives at \$21.40  
Fees for non-members (incl of GST): \$32.10



Date: 3 May 2018, Thursday  
Time: 6.45pm - 8.15pm  
Venue: SSA Conference Room  
59 Tras Street, Singapore 078998



With Ms Lily BC Koh

# Etiquette Advantage in Business...

As today's workplace becomes increasingly more competitive, knowing how to behave can make the difference between getting ahead and being left behind. This interactive workshop will reveal your etiquette quotient and show you what constitutes "right behavior" in any given situation by applying the principles of Business Etiquette. We will also share with you practical tips to building rapport with your business associates that will help propel you and your company straight to the top, giving you an advantage in business.




#### Outline:

- ▣ Why etiquette matters – customised quiz to raise awareness
- ▣ Principles behind business etiquette
- ▣ Managing sticky situations
- ▣ The power of non-verbal communication
- ▣ Techniques that communicate openness and likeability to others



 <http://www.ssa.org.sg>

 [registration@ssa.org.sg](mailto:registration@ssa.org.sg)

 59 Tras Street, Singapore 078998

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## Speakers' Profile



**Ms Lily BC KOH**

*Certified Solution Focused Coach (CCPC)*

*Certified Image Professional (AICI)*

### EXPERTISE / SPECIALISATIONS:

- Executive Coaching
- Executive Presence and Impression Management Coaching
- Emotional Intelligence Coaching

### RELEVANT EXPERIENCE:

Lily Koh is a Certified Solution-Focused Coach and a Certified Image Professional, specialising in leadership presence, business etiquette and executive coaching. With over 20 years of experience in the corporate world and as an executive coach/facilitator, she has helped many Asian leaders strengthen their gravitas for greater impact and gain an advantage in business/career prospects. She also works with them in assessing their individual strengths and identifying performance opportunities to achieve leadership effectiveness and team goals. Lily has an innate ability to connect and enhance clients' self-awareness so as to help them develop their leadership strategies for greater career success. She has coached diverse audience including senior leaders, private bankers, legal counsels and medical doctor. Her recent coaching clients include a Korean Country Manager of a UK pharmaceutical company, General Manager of a UK engineering firm and a China business owner of a USD100m construction company. Corporate clients include HSBC, UBS Bank, CIMB, Singapore Legal Association, IE Singapore, Sompo Insurance, Khoo Teck Puat Hospital, Agilent Technologies, etc. She has also trained regionally in Hong Kong, Vietnam, Indonesia, Malaysia, Philippines and China. Prior to being a corporate trainer and coach, Lily had a decade-long corporate career in the Information Technology (IT) industry with secondments to Singapore's Economic Development Board and Ministry of Foreign Affairs. She was also with IBM Singapore and subsequently lived and worked overseas for 5 years as part of a North Asia acquisition team. Having lived and worked in many countries, including the Philippines, Hong Kong, United States and China, she brings along a wealth of experience from all over the world.

### TO REGISTER

Download the registration form attached and submit the completed form to

Email: [registration@ssa.org.sg](mailto:registration@ssa.org.sg) or Fax: 6222 5527 by **Monday, 30 April 2018**.

A confirmation email with the list of successful registrants will be sent to all contact persons, after the registration deadline. If you fail to receive any email confirmation by 30 April 2018, kindly contact the Secretariat (Corporate Communications) at Tel: 6305 2269 and we will be happy to assist you.

59 Tras Street, Singapore 078998 Tel: 6305 2260 Fax: 6222 5527  
E-mail: [ssa.admin@ssa.org.sg](mailto:ssa.admin@ssa.org.sg) Website: <http://www.ssa.org.sg>