

Image building firm opens shop

Image is everything, and an incoming consultancy seeks to show you how to craft yours to the best advantage.

Public Image, an image and consultancy firm in the UK, is in the process of establishing an East African arm to operate in Kenya, Uganda, Rwanda and possibly Tanzania.

The company will be offering courses on modern manners and etiquette, combining this with business expertise such as presentation skills, image building and international protocol.

Diana Mather, the managing director of the firm is a former TV presenter and has written three books on corporate etiquette for men and women, and media

management. According to her, etiquette is important to know. "Whether you use it or not is all up to you."

The company has launched a series of courses targeting corporate executives, to run on Friday and Saturday, and another on Monday and Tuesday for personal assistants costing Sh24,000 and Sh15,000 respectively.

"They are constructive courses," says Ms Mather. They encompass public speaking, the art of conversation, how to dress, deportment, table manners and cocktail etiquette.

Male grooming, networking know how and conversational skills are part of the course, designed to help one gain self assurance, style

and sophistication. "Whatever your personal ambitions are, corporate or social, poor conversational skills, a clumsy walk or lack of presence won't get you very far," says Ms Mather, adding that Public Image courses apply to the CEO, aspiring politicians or small and medium sized enterprises.



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